

BRAINSTORMING

NCR Training, Ad Experts Collaborate with Dayton, O. Pros to Produce 108 Ideas for Stimulating Sales, Service — and Profits

Byron Thornton, National Cash Register sales training authority, and Leigh Metcalfe, the company's asst. advertising mgr., collaborated with eleven Dayton, O., professionals and their assistants in one of the most stimulating sales promotion conferences pro golf has seen.

The session was termed a "brainstorming" meeting. All present were asked to write down briefly every idea they thought would increase pro shop volume, profits and customer goodwill.

The professionals, including Gene Marchi, Harry Schwab, Norman Butler, Tommy Bryant, Gil Ogilvie, Jim Rudolph, Tom Force, Dick Rutherford, Ed Hetzel, Norman Kidd and Wilmer Goecke, and their assistants came through with 108 ideas which Thornton classified under "advertising", "selling," "personal," "service," "displays," "merchandising," "records," "teaching," "buying," and "inventory."



New Department

Over The Pro Shop Counter, a new GOLF-DOM department, appears on Page 30.



A compilation of these ideas was passed around at the PGA annual meeting as another one of the helpful jobs "Chick" Allyn, NCR boss, international star salesman and pro golfers' angel has done to help smart pros help themselves.



Byron Thornton

... he brainstormed Dayton pros.

The idea is one that can be applied at every PGA sectional spring business meeting. Pass out sheets of paper to pros at your gatherings and have them write down all the good pro business ideas they can call to mind within a 10 or 15 minute period. If you were to show classifications such as "advertising," "selling," etc., on the sheets you pass out, you'd probably get better results. Running off sheets of this kind by mimeograph is very inexpensive.

Or, if you want to make a "production number" of brainstorming you probably

can get from Leigh Metcalfe of the NCR advertising dept., Dayton, O., some of the brainstorming sheets on "how to increase pro shop sales" that were distributed at the PGA annual meeting.

The Dayton professionals' "brainstorming" ideas:

Advertising

1. Use more signs around the shop.
2. Create more open displays.
3. Give out shopping bags with an ad on them.
4. Obtain "stuffers" from manufacturers.
5. Send out Christmas books.
6. Promote quality of your merchandise.
7. Advertise your repair service.
8. Secure films to show members.
9. Create more incentives to play golf.
10. Let members win small bets.
11. Give prize for eagles on hard par 5 hole.
12. Give your own hole-in-one trophy.
13. Change promotion items each year.
14. Use series of cartoon posters.
15. More brainstorming by all groups.
16. Educate the public that your prices are right.
17. Do more advertising locally.
18. Use the power of direct mail advertising.
19. Wrap gift and tournament prize packages attractively.

Selling

1. Suggest related items to every customer.
2. Record all sales immediately.
3. Follow up on larger sales.
4. Avoid high pressure selling.
5. See that customers are properly outfitted.
6. Discuss equipment at equipment counter or rack.
7. Sell on Lay-Away plan.
8. Let members win small bets.
9. More brainstorming by all groups.
10. Sell more by mail at Christmas, Father's day, birthdays, etc.
11. Sell yourself to your members.
12. Improve creative selling ability.

Personal

1. Pro should be in shop as much as possible on busy days.
2. Wear your own merchandise.
3. Romance the customers.
4. Train and educate your juniors.
5. Give consideration to credit business.
6. Spell names correctly when reporting scores to press.
7. Extend the golfing season.
8. Don't bet too heavy with members.
9. Let members win small bets.
10. Educate caddies to promote golf sales.
11. Be available to meet with golf committees.
12. Know the golf rules by heart.
13. Develop more good will.

Record Attendance Expected at GCSA Louisville Show

Officials of the Golf Course Superintendents' Assoc. of America expect a record attendance at the 28th national turgrass conference and show to be held at the Kentucky Hotel, Louisville, Feb. 10-15. Evidence of the great interest in this year's meeting is shown by the fact that display space at the conference center was sold out as long ago as last December.

The educational program, the big attraction of the show, will start on the afternoon of the 12th and continue through the 15th. Several top turf experts as well as men who concentrate on management and training phases of the superintendent's profession will be speakers or panel leaders at the educational sessions.

14. Examine clubs in storage racks — make notes.
15. Earn customer confidence.
16. Be a salesman and a Pro.
17. Be immaculate in dress and grooming.

Service

1. Help customers to buy right.
2. Don't ridicule members' equipment.
3. Ask player about his game.
4. Listen to players' sad stories.
5. Have good size mirror in Pro Shop.
6. Give members helpful tips free.
7. Have more patience on the phone.
8. Don't forget the value of public relations.
9. Have suggestion box in Pro Shop.
10. Extensive tournament program.
11. Have a good handicap system.
12. Welfare of caddies.

Displays

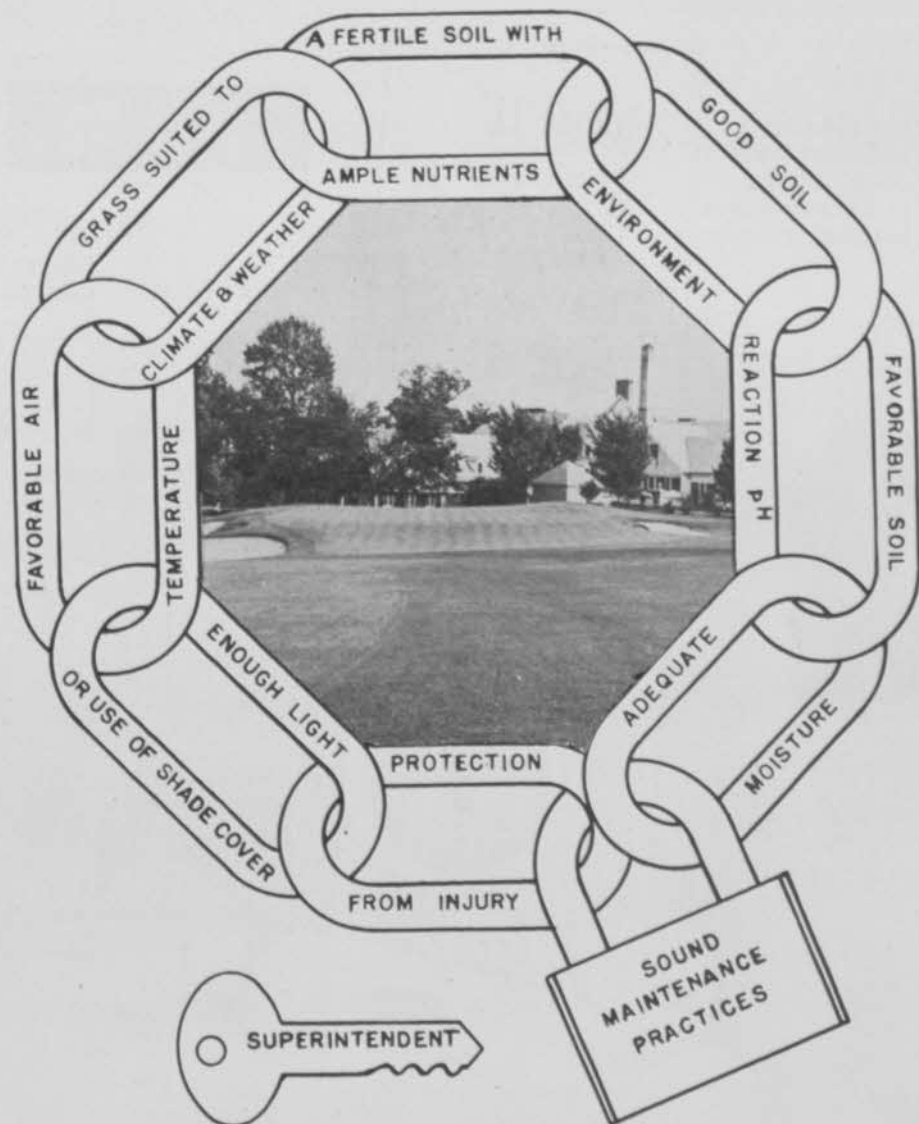
1. Set up displays near first tees.
2. Put golf balls in glass jars.
3. Display your size — then wear it.
4. Redecorate the Pro Shop periodically.
5. Change shop around according to seasons.
6. Obtain a male and female mannequin.
7. Small displays in men's and women's locker rooms.
8. Shop downtown stores for new ideas, fixtures, etc.
9. Have your gimmicks on display.
10. Make more use of manufacturers' racks.
11. Make use of your professional display members.

(Continued on page 70)

LAW of the MINIMUM

It goes back to what a 19th century scientist
said about soil and its weakest link

By CHARLES G. WILSON*



Knowledge Is The Key to Perfect Turf

Sound Management Locks In Good Turf

TURF, like a chain, is no stronger than the weakest link of management factors. This basic law of plant science is called "The Law of the Minimum." Wherever your location, it is one or a combination of weak links in the above chain that causes turf damage.

*Wilson is assistant agronomist, Milwaukee Sewerage Commission.

● A Fertile Soil with Ample Nutrients: 14 plant food elements are essential to healthy growth. Failure to replenish these

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NATIONAL ADVERTISING

in NEWSWEEK

in GOLFING

in SPORTS ILLUSTRATED

in GOLF DIGEST

in GOLF WORLD

the *Maxfli*



NEW EQUIPMENT INCREASES PRODUCTION!

Dunlop's new manufacturing facilities are geared to meet the ever-increasing demand for the Maxfli, the world's most popular golf ball. This year, too, an unprecedented advertising schedule is certain to create more Maxfli players than ever before. Production is at an all-time high; interest in the ball is at an all-time high; sales are certain to be record-shattering. This, truly, is the year of the Maxfli. YOUR year of the Maxfli!

NEW SALES POTENTIAL ON MAXDRI GOLF SHOES. Heavy advertising will appear on this handsome, two-tone all-weather shoe. Rubber sole, rubber impregnated canvas uppers. Made on comfortable arch supporting last. Cleats specially designed for bad-weather golfing. You're assured of a good grip regardless of ground conditions.



Dunlop **TIRE AND RUBBER CORPORATION**
Sporting Goods Division
500 Fifth Avenue, New York 36, N. Y.

Here Is A Summary of The 10 Basic Factors on Which Successful Turf Management Hinges

periodically results in soil bankruptcy. Often the fertility link is the weakest one.

● **Good Soil Environment:** The very best natural soils are deep and uniform in physical make-up. Thin layers of dissimilar material (hardpans in agriculture) cause trouble whether they be clay, sand or peat. A medium sandy loam with 10 to 20 per cent organic matter by volume is best for greens. Native soil must be used for fairways. Good turf is dependent on using the right amount of fertilizer and water on the right grass regardless of soil type.

● **Favorable Soil Reaction:** All grasses grow best in a soil that is neither too acid nor too alkaline. Soil tests provide this information. Favorable reaction improves tilth, essential plant food availability, and prevents some elements from becoming toxic. Samples must be taken at a constant depth of two ins. and results interpreted by a turf-grass agronomist to be meaningful.

● **Adequate Moisture:** Soils and grasses differ in moisture needs. The secret to the moisture link is applying the right amount at the right time. Excess moisture encourages diseases, weeds and compaction. It wastes fertilizer, causes shallow rooting and unhappy golfers. Too little results in dormant or dead turf.

● **Protection from Injury:** Weeds enter when mechanical damage, diseases or insects thin out the turf. Education is the welding seal on the "protection from injury" link. Teach golfers and employees to vary their traffic patterns and train the mechanic to keep mowers sharp. Protection from diseases and insects requires proper identification and preventive or timely treatments.

● **Enough Light:** Grasses need light to grow. Some need more than others. Bermuda and Kentucky bluegrass will not thrive under shade. Zoysia and St. Augustine in the South, and fescues, bents and annual bluegrass in the North, do well under partial shade. Moisture and fertilizer requirements are higher under shade because of tree root competition.

● **Favorable Air Temperature:** The most troublesome greens are surrounded by

dense trees or shrubs that shut off circulation. Grass on the low-lying green in such locations wilts and dies during hot weather. Annual bluegrass dies first; bent also may go.

● **Grass Suited to Climate and Weather:** Grasses must be suited to the climate and weather. Bent is not suited to Florida. Bermuda has no place in Alaska. Reverse the picture and one has a strong link in place.

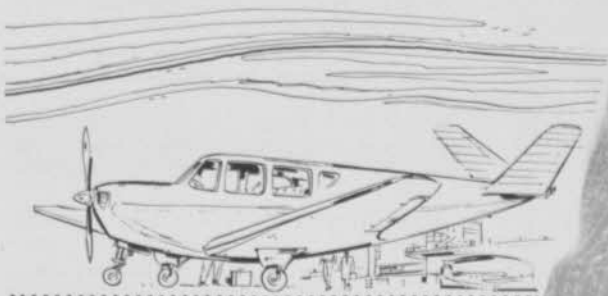
● **Sound Maintenance Practices:** The padlock used to lock in perfect turf is sound management. The key to this padlock is the supt. Ability enables him to use each link in the chain as a check-off list to correct or prevent turf trouble.

● **Law of the Minimum:** In the 19th century, the German scientist, Von Liebig, stated it this way: "Plant growth is regulated by the factor present in minimum and rises or falls accordingly as this is increased or decreased." It applies equally to the vast geographical area that is the U. S. In fact, it applies to the entire universe.

● **Increased Knowledge is Answer to Perfect Turf:** Since fundamental factors of plant growth never change, successful supts. long have made it a habit to meet annually and review new concepts and techniques as well as old and proved practices. Their 28th National Turfgrass Conference and Equipment Show, being held this month at the Kentucky Hotel in Louisville, has been arranged solely for this purpose. Appropriately enough, the theme is "Management." The progressive supt. knows that attendance and interest in the other fellow's problem will enable him to do a better job at home. Many leading golf clubs feel the same way. They make sure their supts. attend by defraying expenses.

Paul Heads SCGCSA

New president of Southern California GCSA is Jack Paul of Los Angeles CC. He succeeds Jack Baker of Valley Club, Santa Barbara. Other officers are: Rod Barker, Sr., Fullerton G&CC, vp; Elmo Feliz, Griffith Park, LA, secy; and Joe Martinez, Bel-Air, LA, treas.



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Golf Shops.



Over The PRO SHOP Counter

The pro-store customer who sells himself does a fine job of working for the pro. Display shirts, headwear, socks and other apparel on tables so people can see and feel merchandise instead of waiting for someone to wait on them. Then the customer has all the fun of buying and never feels pressured into spending his money.

*Dick Forester, Pro,
Houston (Tex.) CC*

Harry C. Boyer, veteran and perennially lively pro of the Losantiville CC, Cincinnati, O., remarks:

There are many things we haven't done around the pro shop that may be very good business now. One of them, for example, is pricing items at \$39.95 instead of \$40. I don't think that would frighten business away from the shop of the ritziest club in the country.

The comparatively small amount of money spent by the pro on consistent advertising usually pays big returns.

Tom Mahan, professional at United Shoe GC, Beverly, Mass., exhibits real proof of the value of advertising by using a monthly letter which, among other services advises members of sales that are coming up and tells them of savings to be had. He has established the habit among players of looking for bargains on the 15th of the month without interfering with the regular lively flow of business.

A prominent Ohio pro golf businessman comments: In our district possibly 30 per cent of the club, ball and bag buying is done away from pro shops. I used to get sore when I saw my members had bought elsewhere. Then I got to thinking it might have been something wrong I did, or something right I didn't do, that let their business get away. I changed my attitude. A lot of the business I'd possibly been scaring away or had been neglecting began to come back to me.

A Hartford, Conn., pro says: Some pros who moan about bad business would improve their picture if they'd get better displays in their shops.

This pro always has some sort of a bargain on top of his ball counter or prominently displayed elsewhere in the shop. He's trained his members to look for something special when they come into his shop.

A Texas professional says: Some ranges selling clubs at cut prices snapped me awake when they sold several sets of clubs to my members. The clubs were bought because they had been tried out at the range. I began that 'trying-on-for-size' method myself, plus some instruction and it did business for me. Pros don't take enough advantage of their lesson and practice tees in selling clubs.

A merchandising service by the professional that is greatly appreciated is that of advising gift buyers what would make needed and welcome golf gifts on Christmas, Father's Day and Mother's Day. I write to husbands and wives telling them what golf items would solve a gift shopping problem. The information always is gladly received and it pays off for me.

Jack Grout, Pro, Scioto CC Columbus, O.

An experienced Kansas professional says: Now the pro is frequently asked to make 'a deal' when he's selling new clubs; either cut the price or give a long allowance on new clubs. If the pro has a good, simple bookkeeping system he knows that his margin of profit and his turnover won't stand what the fellow who's shopping around for something cheap, wants as a 'deal.'

Watch out or you'll have a good piece of your profits and your good credit rating tied up in trade-in clubs you can't unload.



Year 'round Control

WITH

CLEARY PRODUCTS

PMAS

The DOUBLE ACTION Herbicide/Fungicide kills Crabgrass and prevents and controls Dollar Spot, Small Brown Patch, Copper Spot, Snow Mold and Helminthosporium Curvularia. The same application treats turf for both Crabgrass and Fungus Diseases, with worthwhile savings in time and labor.

spotrete

A dry 75% THIRAM material to control and prevent Large Brown Patch, Dollar Spot and Snow Mold. It is compatible with PMAS for application in hot humid weather when the threat of turf disease is most prevalent

Caddy

... is LIQUID Cadmium for the prevention and control of Dollar Spot, Copper Spot, and Pink Patch. Quickly mixed it stays in suspension until entire tank is discharged. Caddy has been named the most effective all around fungicide used in the Ohio and New Jersey Agriculture Station trials. Economical Caddy treats 1,000 sq. ft. for less than 16¢

METHAR

DISODIUM METHYLARSONATE

for certain kill of crabgrass. Supplied in liquid or powder: METHAR 80 (powder) is an extra high concentrate, 80% Disodium Methyl Arsonate Hexahydrate; METHAR 50 (powder) is 50% Disodium Methyl Arsonate Hexahydrate; METHAR 30 (liquid) is equivalent to 30% Disodium Methyl Hexahydrate . . . contains 18.9% Anhydrous D S M A

C-531 FUNGICIDE

Cadmium Zinc Copper Calcium

Chromate

For the control of Dollar Spot on golf courses, lawns and other fine turf. Applied as a spray or dust mixture every 10 to 14 days throughout the season. Recommended as a preventative; two applications in early spring, before the first appearance of Dollar Spot

PM2,4-D

Phenyl Mercury-2,4- Dichlorophenoxyacetate

For selective weed control in larger turf areas, such as Fairways, Lawns, Tees, Athletic Fields, etc. Kills common and fall dandelion, narrow and broadleaf plantain, chickweed, silver crabgrass (goosegrass) and crabgrass. Combining Phenyl Mercuric Acetate with 2,4-D gives the chemical both herbicidal and fungicidal properties. PM2,4-D will destroy certain weeds not effectively controlled by either chemical alone

ALL WET

Added to water, ALL WET facilitates quicker and deeper penetration in all turf areas . . . especially in thatched or compacted areas. Helps the soil to retain needed water longer, prevents dew formation on greens, gives faster germination in seeded areas. Treated turf is resistant to wilt and non-toxic ALL WET saves on water and labor. It's 100% active . . . 1 gallon treats up to 80,000 sq. ft.

**CLEARY
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for
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NEW BRUNSWICK, N. J.

Dickinson Taught Superintendent How to Use Tools of Research

By ELIOT C. ROBERTS

"Prof's Mill" has become through the years a term associated with more than 500 course supts., maintenance workers, and professionals throughout the U. S. and Canada. It means these men are graduates of the school in Turf Management at the University of Massachusetts founded by Lawrence S. Dickinson. He held his first 10-week short course 30 years ago and the background for that initial meeting and the philosophy which has established these courses as "Prof's Mill" have made this work a real contribution to the greenkeeping profession.

Prof. Dickinson was graduated from the University of Massachusetts in his home town of Amherst. His first position as supt. of grounds on the college campus was in time combined with an instructorship in Horticulture. This, in turn, developed into a full time position as turf specialist.

As supt. of grounds there were never less than 12 men working with him. "My relationships with these men," he says, "have been valuable in developing a feeling for the turf worker." Records were kept of labor hours and materials used

★

After 30 years of operation, the University of Massachusetts' "winter school" was closed this year. Heavy enrollment of regular students place such a burden on the faculty that it was decided to discontinue the school at least temporarily.

★

for various jobs, not with the idea of necessarily increasing output, but to study work relationships under normal conditions. It was learned that expediency in working with fine turf does not pay for the results of such practices show sooner or later in increased cultural costs or, at times, by not getting turf of lasting quality.

Students have often heard of Dickinson's experiences from these early years. These have been of a nature which have served as lessons in turf management. He says that telling students frankly what he learned the hard way often saves them



Among many awards given Prof. Dickinson (right) during his career was this one from Homer C. Darling on behalf of the GCSA.

headaches. From his experiences as teacher and supt., Dickinson rates the following high in practical importance:

1. Cultural practices may slowly build up within the soil unfavorable conditions for fine turf growth. The accumulative effect of these practices often reaches the limit of tolerance of the plant. The competitive strength of various grasses change as these conditions vary. This may be best understood by viewing turf as a community with community problems arising from a population composed of varieties of grasses and weeds. Since preferences and limits of tolerance may fluctuate considerably for a given grass species, the supt. must understand basic conditions on the course in order to get the most efficient use of materials applied.

2. Business management of fine turf is equally as important to the supt. as cultural management. Often the brain of the man in charge is worth many times its weight in dollar bills spent for nonessential items. At times it means dollars should be spent. At other times it may mean the opposite. At all times it means that expediency leads to trouble and should be avoided. Cultural liabilities and assets must be evaluated more carefully than monetary costs.