

# Again...

we have the proud honor to announce another record-breaking year of sales. We thank you, Mr. Pro, for helping make it so.

Personally, I also want to extend congratulations to my associates pictured on these pages. This group has grown constantly every year. So has their merchandising knowledge and know-how.

And to the wonderful people and firms our sales organization represents—you too have done a tremendous job in providing us with the finest quality merchandise ever made available to the Pro Shops.

In my opinion, our business has grown rapidly because our brands are those your customers know, prefer and are most confident in buying.

You know that we represent **ONLY** the top quality, nationally-advertised brands. These fine labels in your shop authenticate the fact that you are offering your customers the "Tops For Pro Shops." We know your captive membership looks to you for the best. Our labels give you that prestige and distinction.

Our men are on the way to you with the 1959 line of **TOPS FOR PRO SHOPS**. One will be seeing you soon. Wait for him! . . . you'll be glad you did.

Ernie Sabayrac, President

ERNIE SABAYRAC, INC.

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U-shaped shirt rack, hangers full of sweaters, shirts and slacks form backdrop for shoe display counter. Hunter shop at Riviera stocks over 300 assorted pairs of shoes for men and women.

## Hunter & Hunter Their Merchandising Knack Excels Their Fame as Players

By BILL SHERMAN

**W**ILLIE and Mac Hunter are names well known in golf. The luster of their playing prowess has been out-glossed, however, by the smart shop techniques they have put into practice at their home Riviera CC, Pacific Palisades, Calif.

The pair has been at Riviera since 1937. Willie started the shop operations at that time while son, Macgregor, was swinging his first stick, long before he was to win acclaim as National Junior Open champion in 1946 and take subsequent titles in the California and Mexican National Open in 1949.

Riviera was host to the LA Open for many years, but its dingy, cramped shop had little to offer in the way of shop appeal. Certainly it wasn't adequate to

house the \$25,000 minimum stock kept on hand in the Hunter shop today.

The big renovation and remodeling took place in April of 1955. The eye-catching design was conceived between the Hunters, Los Angeles athletic club director, Frank Hathaway, and Architect

Jack Donnell. The result was an interior refurbished with Philippine mahogany, each cabinet of which is custom tailored. The ceiling was lowered; walls were knocked out and replaced; indirect lighting was installed.

To keep the shop free from dust and better ventilated, louvred windows were added as was a ceiling sprinkling system. The new store had snap and zest, but just like an automobile, a golf shop needs an

Unique feature of shop is control counter. It gives unrestricted view of room.



# Kaddie Kart

TRADE MARK REG. U. S. PAT. OFF.

## FOR RENTAL USE

SOLD - LEASED - FINANCED

PREFERRED BY  
EVERY GOLFER  
THE RENTAL CART

### Golf Cart Supply Service

It is time to discard the inefficient rental cart. Old, obsolete baby carriage type handles and reconstructed folded carts and other makeshifts leech away your profits.

Kaddie Kart is the professional cart for rugged hard use. It takes any beating, and abuse. Is so well made it can stand out in open weather year after year.

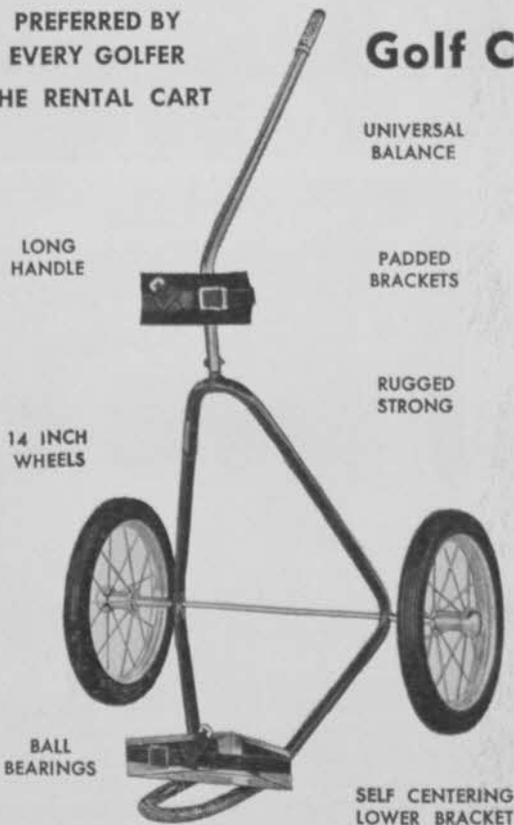
It is useless to steal, so theft of Kaddie Karts is negligible.

Kaddie Kart has had long years of proven success on America's foremost golf clubs — both public and private.

Don't gamble. Kaddie Kart has never known failure, has never been surpassed in service, has never had to make an excuse.

When once used it stays. Many carts sold sixteen years ago are still doing daily duty. (Price in 1941 was \$22.60.) Today price is \$16.70 less cash discounts.

Write for information — Rush your orders or telephone for quick action.



The wise club or pro that installs Kaddie Karts 100% has a ready public waiting to use this Kart. Wherever he goes, the golfer finds Kaddie Karts a mark of distinction at the best courses. That is why often when Kaddie Karts are substituted for other carts a jump of 50%, 75% or 100% in income has been recorded in a single week.

**CHAMBERLIN METAL PRODUCTS CO.**  
GOLF CART SUPPLIES  
2226 Wabansia Chicago 47, Ill.  
Phone CApital 7-7171

CHAMBERLIN METAL PRODUCTS CO.  
2226 Wabansia Avenue  
Chicago 47, Illinois

Please rush information on buying  leasing  Kaddie Karts.

Please ship \_\_\_\_\_ Kaddie Karts at once.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Club \_\_\_\_\_ Position \_\_\_\_\_



Club and bag section is well-lit, easily accessible for handling and inspection. Club covers are on table supporting bag display.

engine that can produce power — merchandising power.

Merchandising is an old story to Willie Hunter. The plain-speaking Scotsman, whose playing laurels include winning of the British Amateur, Southern Cal Open (6 times), California Open (3 times) and Southern Cal PGA (4 times) was the first pro, for example, to stock alpaca sweaters. Norbert Frueder, a salesman for an alpaca importer firm, persuaded Willie to take the sweaters on a look-trial basis. When Frueder returned to the shop on a routine call, he was pleasantly startled to learn the whole supply was gone and a double order was on tap.

Carrying all kinds of merchandise and keeping it available to the public is a Hunter axiom. Mac Hunter sums it up this way: "The key to merchandising is good buying. The professional must learn to interpret correctly his club members' desires and then stock the shop with items that move. Sure, our shop takes a few flyers on novelty items because we want our customers to feel we have everything they may want right here. But our money goes mainly into proved sellers because Riviera's members want quality merchandise. It's just as easy to sell a \$15.00 article as one for \$5.00, but the article must be good.

"We have low-priced items for sale, too, but you can be sure each item we sell has good quality."

The shop decor, furnishings, merchan-



The Hunter team includes Jo and Willie (left) and Dorris and Mac.

dise and the Hunters themselves all reflect the highest quality.

Salesmanship is an integral part of merchandising. The Hunter shop employs eight persons; five of whom actively sell. The sales staff includes Jo Hunter (Mrs. Willie), Dorris Hunter (Mrs. Mac) and one other girl in addition to the men.

Three gals in a pro shop? Why not?

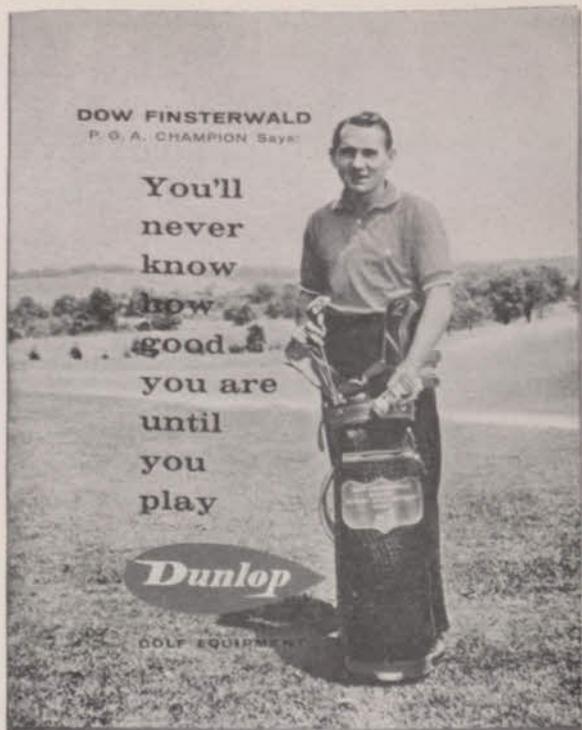
"The women keep the shop looking neater than men do," says Mac. "They are pleasant and even-tempered. They demand less salary. They actually do a better job of selling to men than Dad and I do. In addition, they don't play golf. Their thoughts are on the customers, not the first tee."

The Hunters look for 1958 to return their largest gross yet. The impact of the new shop plus the advanced merchandising techniques they employ indicate that sales will be rolling upward for many years to come.

On its

way to  
you

now!



## The most elaborate, most complete line of Dunlop Golf Equipment in History

Here is a true triumph in expansion...the new, full-color Dunlop catalogue for 1959.

From front cover to back cover, Dunlop attains a new plateau of greatness.

Here are world-famous Dunlop golf balls; the new Tufhorse line of bags and accessories; new Maxfli golf clubs by Pedersen; and a stellar and exclusive line of shoes by Wright Arch-Preserver...a crowning achievement in this, the most ambitious, most sales-packed catalogue that Dunlop has ever provided the golf professional.

Chances are your Dunlop representative is knocking on your door right now with the whole exciting story. If not...your catalogue is in the mail. Please don't wait for the postman to ring twice. Look for it!



SOLD ONLY IN PRO SHOPS

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*Sporting Goods Division*  
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# Why superintendents Du Pont Tersan® 75 to pre

TURF FUNGICIDE

With "Tersan" 75  
—NO SNOW MOLD

No "Tersan" 75  
—SNOW MOLD ATTACKS

At Oak Park Country Club, "Tersan" 75 protected turf on left from snow mold that attacked untreated area



**W. E. UPDEGRAFF**, Oak Park Country Club,  
Oak Park, Illinois,

reports: "Our results with "Tersan" 75 for preventing snow mold over the past four years have been excellent. It's easier and much less expensive to prevent snow mold with "Tersan" 75 than to replace damaged turf. This year, I plan to treat all greens, tees, banks and approaches with "Tersan" 75."

**TERSAN® 75** Turf Fungicide • **SEMESAN®**

# everywhere prefer to prevent snow mold attacks

**O. JOHNSON**, Happy Hollow Country Club,  
Omaha, Nebraska,

reports: "I've had no disease problems in 20 years of using 'Tersan' 75 to prevent snow mold and all other turf fungus diseases. I never have to worry about injuring the grass with 'Tersan' 75, even if an excessive rate is used. I don't intend ever to use a fungicide other than 'Tersan' 75—it keeps our members happy."



**F. E. MAURINA**, Tripoli Golf Club,  
Milwaukee, Wisconsin,

says: "We have been using 'Tersan' 75 to prevent snow mold for the past 8 years with very good results. Generally, we apply 'Tersan' 75 in late November, middle January and early March at the rate of 8 oz. per 1,000 sq. ft. in spray or dry form."

**H. FANNIN**, Mayfield Heights Country Club,  
Cleveland, Ohio,

reports: "I've been using 'Tersan' 75 since it first became available. To prevent snow mold, I apply 'Tersan' 75 before the first snow in November, and again in January. Of course, 'Tersan' 75 is my old stand-by for large brown patch control, too."

## Prevent snow mold with Du Pont "Tersan" 75

Superintendents everywhere report easy, economical and reliable snow mold prevention with Du Pont "Tersan" 75. A proven thiram fungicide, "Tersan" 75 also protects your turf against large brown patch, dollar spot and other

important fungus diseases. "Tersan" 75 is packaged in handy 3-lb. bags for easy measuring and handling. For extra disease protection and maximum safety, combine "Tersan" 75 with Du Pont Semesan® Turf Fungicide.



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING

... THROUGH CHEMISTRY

Fungicide • **VPM** Soil Fumigant

On all chemicals, follow label instructions and warnings carefully.

# Pro Merchandising— It's A Blend of Sound Judgement, Ingenuity

By RICHARD N. TARLOW

Executive vp, Brockton Footwear Sales, Inc.

Probably no other breed of businessman is on the receiving end of more hints, suggestions and tips on how to run his business than the pro shop operator. The reason for this abundance of unsolicited help is basically the nature of the average pro himself. A three-way personality who must divide his time and affection among his duties as teacher, player, and merchant, the pro is viewed as fair game for any amateur management consultant with a penchant



Dick Tarlow

for dispensing free advice.

Another reason, of course, is the pro's invariably courteous reaction to the proffered guidance of even the most uninitiated, if well-meaning, advisor. For if the truth be known, the average pro welcomes suggestions that may generate an idea calculated to improve his business operation. Since the majority of pros are players and teachers first and merchandising men second, their thirst for business knowledge is readily understandable.

## Pamphlet Got Response

We learned this first-hand last year when we distributed a pamphlet of modest proportions offering pro shop merchandising tips from the point of view of a supplier. The response from our pro friends was such that we have issued an expanded version, complete with illustrations, which adds a few more ideas sparked by our personal observation of shops throughout the U. S. For whatever they're worth to you, here in a somewhat condensed form are most of the suggestions in "I'll Trade You Business Tips for Golf Tips," followed by my own comments,

which do not appear in our brochure:

1. "A good first rule for your shop is Relax. Make it pleasant, informal, not too commercial-looking. And don't 'push' too hard for a sale."

If there's one sure way to lose friends and alienate customers it's to act the part of a high-pressure retail salesman. I think you'll agree that a pro shop should never try to emulate the downtown haberdashery except in the quality of merchandise and service it offers. The pro's primary function is to give his club members advice and guidance in all golf matters, including the equipment and apparel they buy. Your shop should be a comfortable, relaxed spot. Give your shop a professional atmosphere, but don't make it too commercial lest you discourage potential customers who are seeking what only you can offer them — your expert knowledge.

## Stick to Sound Principles

This does not mean that a shop should disdain all the principles of a sound retail operation. On the contrary, it means that the principles should be applied even more diligently in a pro shop than in a retail store. The difference is in how these are applied.

2. "Stress merchandise that sells best. Feature the proved sellers and 9 times out of 10 your customer will buy the staple even if he came into your shop with a special item in mind. You miss more sales than you make with a lot of gimmicks and novelties."

My own feeling is that in too many shops you can't see the goods for the gimmicks. Unless your shop is located in a cavern, you're bound to be space-conscious. Every sq. ft. of your precious floor space must produce revenue in proportion to the space allotted the displayed merchandise. So why clutter up your shop with "junk" when you can use the space more judiciously?

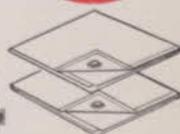
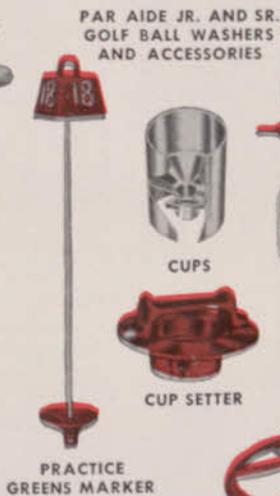
By all means, stock and display current novelty items but use discrimination. Remember that your profit-space ratio often spells the difference between a lucrative and mediocre operation.

## Make It Tempting

3. "Once in a while, try imagining that your shop belongs to somebody else and that you just happened in. Are things arranged to tempt you to buy? Something you hadn't planned to buy? Open your merchandise up. Lay it out. Drape it. Make it inviting to look at, pick up, try on . . . to buy!"

This is one of those intangibles of the

Use the best **GOLF COURSE EQUIPMENT**  
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pro shop business. No amount of merchandising knowhow and business ability will make up for a shop that simply fails to appeal visually, and even more important, emotionally, to your customers. A well-run shop should be an inviting place to enter time and again. Chances are that the average customer who never returns to a pro shop after his first purchase was repelled by its atmosphere.

Your own experience can tell you why. Have you ever walked into a store for the first time, and walked right out again for no apparent reason? Likely as not, the store was cold, uninviting and vaguely (even sub-consciously) depressing by virtue of its closed stocks and shelves, and an "ask-the-salesman-if-you-want-to-look-at-the-merchandise" atmosphere.

#### Give Him Free Hand

4. "Hire a good assistant, if possible. You lose a lot of business when you're out on the course if you don't have a right-hand man to do the selling in the shop. Or, better still, get him to do some of the teaching while you mind the store. It pays off big."

Consciously or otherwise, many pros seem to resent the demands placed upon

their time by the shop. If you have to do all of the teaching, try to hire an assistant who likes selling. Why not let him assist in the buying also? At any rate, your shop is the money-maker (or should be), and it needs all the time you can give it.

5. "Go easy on ordering as you approach the season's end. Let your stocks run down, but be sure to keep up your assortment of staples in all the popular sizes. Never worry about carrying good numbers over to next season. If you return them, you'll have to re-order and pay double shipping costs."

This takes us back to staples, but from another angle. Let's be certain we're talking about the same thing, though. A staple, such as golf bags, clubs, shoes or slacks, is a product that stands up, sales-wise, year after year. At the other extreme is the novelty item which enjoys momentary popularity only to die a sudden death when the fad runs dry. In maintaining your inventory, don't be afraid to err on the side of conservatism. Sticking with a winner is a good rule-of-thumb whenever you're in doubt.

Dick Tarlow's article on pro merchandising will be concluded in January.



Pro Bill Roberts (left) entertains golfers at the cooler.

### Range Cooler Constantly at Work for This Pro

At Westwood Golf Range, Los Angeles, Bill Roberts, teaching pro says he puts the red and white Coca-Cola cooler to work every day. "When people come out to talk about lessons," Bill says, "we move over to the cooler and I buy coke around. Right off, everyone is at ease — arrangements seem to have a way of working themselves out."

After details are decided as to time, number of lessons, etc., an agreement is signed. This is done at the service counter in the shop. The first lesson usually follows immediately.

During the lesson Roberts again takes advantage of the cooler facility. "In Southern California," he says, "we have a lot of warm weather. From one to three hours in the sun, standing at a tee hitting golf balls is hard work. With the beginner, unless you have one or two breaks, this first lesson is liable to be your last one.

#### Renews Their Interest

"When we take a break I always suggest a coke. I may buy it or the other way around. The important thing is to see that we go back to the driving lesson refreshed. It never fails — persons taking the lesson go back to the tee with renewed interest and determination. They learn quicker and they retain what they learn longer after a break."

There is no question but that putting the range cooler to work has paid off for Bill Roberts. He has found it a low cost helper that produces big results.

### PGA Annual Meeting to be Held in Clearwater, Nov. 6-14

Forty-second annual meeting of the PGA will be held Nov. 6-14 at the Ft. Harrison Hotel, Clearwater, Fla.

Preliminary meetings of the executive and other committees will be held from the 6th through the 9th and on the 10th, members of the PGA national advisory committee and the executive committee will meet in separate sessions. Later, they will hold a joint meeting. On the afternoon of the 10th the tournament committee will convene preparatory to a meeting with the advisory and executive groups in the evening.

Educational and teaching programs will be held on the 11th and in the evening of that date the annual president's dinner will be held.

Business meetings of PGA of America will start on the 12th and continue through the 14th.

### Mass Turf Short Course Starts in January

The University of Massachusetts short course in turf management will be offered this winter from Jan. 12 through Mar. 6. All aspects of turf grass culture are studied along with trees and shrubs. Special emphasis is placed on disease and insect problems. This course, established in 1927 by Prof. Lawrence S. Dickinson, has over 475 graduates engaged in turf grass management and related fields. It is expected that the 1959 class will be composed of men from 11 or 12 states as well as Canada.

Information on the winter short course may be obtained by writing Fred P. Jeffrey, dir. of short courses, University of Massachusetts, Amherst.

### Prof. Musser to Make Final Appearance at '59 Conference

The annual Pennsylvania State University turf conference will be held next Feb. 16-19. This will be the last conference in which Prof. H. B. Musser will participate as he is scheduled to retire in July, 1959. Since many persons undoubtedly will want to be on hand for the final conference of one of the great pioneers in the turf management field, it is suggested that reservations be made early.