

## **Michigan Public Links Group Gives Golfers Full Fare**

ONE of the most active public links associations in the country is that which has been operating in Michigan since 1951. More than 300 players belong to the organization which annually provides the membership a full schedule of tournaments and special events from April until October.

The Michigan Publinx GA was granted a state charter more than eight years ago, being formed by a group of public links players who had held informal tournaments and team matches in the Detroit area since 1936. The man who did most to get formal recognition of the public players was Tex Ellison, a tool and die maker. He serves as director emeritus.

President of MPGA is Roy Iceberg, vp and sales mgr. of Golf Mart, a course accessories and supply distributor. Vps are Harold Rutledge, a telephone company executive, and Joe Peak, a development engineer. Sal Pomante, a shipping supervisor, is secy. and Clyde Bates, a payroll accountant, is treas. The organization's tournament dir. is Don Nelson, an advertising salesman, and handicap chmn. is George Greenhalgh, a layout engineer. Eight others are members of the board.

### **Meet Semi-Monthly**

Officers and directors meet semi-monthly with an annual meeting being held each spring in which the governing body is elected. At this session, the members are entertained at a clinic conducted by one of the state's top pros. Al Watrous of Oakland Hills CC presided at the 1959 gathering and gave a demonstration and recounted golf lore that still are being talked about.

A full season's schedule is replete with events in which the entire membership gets a chance to compete. The MPGA sponsors at least a half-dozen 18-hole handicap tourneys, several best-ball events, the State Publinx match play tournament, a 54-hole medal play championship the 36-hole qualifying heat for the National Publinx and regular Sunday team matches involving ten public courses in Detroit.

The latter activity has the ten courses divided into two divisions. There is a home and home schedule for all teams and the climax comes at the end of the season when the two division champions meet for the league title.

The match play championship, incidentally, has been won for the last three years by Mike Andonian, a Pontiac school teacher.

### **Competes With Detroit District**

Another highlight in the MPGA season comes when the Publinx representatives meet a 16-man team from the Detroit Dist. GA, composed of private clubs. This is a two-day affair involving both match and medal play and gets excellent state-wide coverage from the press and radio. Four Publinx players annually are invited to play in the Detroit Dist. championship.

Since 1956, MPGA teams also have been playing interstate matches with clubs from Toledo and Cleveland.

Handicap tournaments conducted by the Publinx organization regularly have entry lists that include from 150 to 250 players. These competitions are broken down into flights and in all flights 15 prizes are offered. These range from golf bags or carts to balls.

### **National Acceptance**

MPGA handicaps, in recent years, have received national acceptance. They also are recognized by the Michigan PGA for use in weekly pro-am events. George Greenhalgh, who concedes nothing to a Univac, has been handling the handicap sheets since the Michigan Publinx organization was officially founded.

Membership in MPGA is limited to 300 in order to assure smooth operation of all tournaments. A larger enrollment probably would prevent all the players from getting in full rounds on tournament day and since they are workingmen golfers, two-day affairs are out of the question. The membership fee is \$10.

Michigan usually sends a large and formidable delegation to the National Publinx tournament. In 1955, the group's Sam Kosciw of Detroit brought back the championship. At the present moment, MPGA is lobbying to have the 1961 National tourney played at a Detroit course.

### **Cooperate on Research Program**

Arizona GCSA and the University of Arizona at Tucson are making plans to cooperate on the state's first turf research program. Organization of the program has been the main topic of discussion at all recent Arizona GCSA meetings.



Pro Joe Novak's Bel Air CC team is 1959 Southern California interclub champion

## Club Matches Stimulate Southern California Golf

Seventy-six clubs took part this year in the Southern California interclub matches with the Bel Air CC team overcoming El Caballero representatives to win the championship. Said to do more to stimulate golf on the West Coast than any other form of competition, the league has each club playing three home and home matches, with the winners meeting in a divisional elimination tournament. Sixteen players make up each team. The final between Bel Air and El Caballero was held on a neutral course in Los Angeles, with the former winning, 28 to 20.

## PGA Hole-in-One Contest

Leonard B. Schmutte, PGA vp and pro at Findlay (O.) CC, will again be in charge of the third PGA Hole-in-One contest which will be held all over the U. S. on Labor Day. Twelve golfers scored aces in the 1957 competition with Dr. Fred Whittaker of Bangor, Me. getting a 196-yard single to be declared the winner. Last year, John Allen of Amarillo, Tex., with a 215-yard hole-in-one, had the longest ace to outdistance six others who connected.

Contest holes are not less than 150 yards, only players at clubs with PGA pros are eligible to compete and there is no entry fee except the \$5.00 the pro pays to get his golfers into the contest. Trophies are awarded successful contestants.

## USGA Green Section Meeting

USGA Green Section will hold a meeting on the evening of Sept. 17th at Broadmoor GC, Colorado Springs, according to William C. Chapin, chmn. It is being held in conjunction with the playing of the National Amateur tournament.

## H. M. Naugle, Worthington Ball Chairman, Dies in Canton, O.

H. M. Naugle, pres. and general mgr. of the Worthington Ball Co., from 1934 until he was elected chmn. of the board in 1957, died in Canton, O., in July at age 74. Mr. Naugle attended the University of Pennsylvania and was graduated from Drexel Institute of Technology. His early career was spent in the steel business. From 1907 until 1917 he was chief engineer for



the Berger Mfg. Co., Canton and then went to National Press Steel Co., Massillon, where he served as 1st vp and general mgr. In 1921 he was named vp and general mgr. of Columbia Steel Co., Elyria, remaining with this firm until 1927.

With A. J. Townsend, his partner in an engineering firm from 1923 to 1933, Mr. Naugle invented a continuous strip rolling process, patent rights on which were assigned to the American Rolling Mills. In 1930 he received the Young Pioneer award for developing the four-high rolling mills.

In 1933, Mr. Naugle was named pres. of Rotary Electric Steel Co., Detroit, holding his position until 1940 when he became chmn. of the board. A Worthington director from 1927 until the time of his death, Mr. Naugle was named pres. and general mgr. of the firm in 1934.

He also was a director of United Engineering & Foundry Co. and Adamson United Co.

Surviving are the widow, Beatrice B., and a brother, George F.

their breath when they came in to make a purchase.

Upon taking over the new job, Shriver started blasting out of the trap. Down came the racks, out went the display pieces. Nothing remained but the bare walls and a counter. Tiers of drawers were built into the lower part of the wall on two sides and the area that remained was ringed with pegboard. Platform type club racks were either built in or bought. Carpeting was installed in one end of the shop and a couple spots were wired in to illuminate dim corners. The doorway leading in from the clubhouse was widened.

### Room to Swing

After this bout of tearing out and rebuilding, Shriver found that he had room not only for himself but a fair quorum of golfers. Where it once was almost impossible for a fellow to waggle a putter, he can now swing a wood club without fear of ramming the head through a wall. Almost needless to say, business at the Indian Canyon shop was increased appreciably since all this living space was uncovered.

The paradox is that the Spokane course has long been, and still is, considered by many to be the most beautiful municipal course in the country. Even though it has been completely refurbished, the pro shop certainly doesn't rate anything like that billing, but patrons and Shriver now at least say it's comfortable.

Shriver, in his 30s, is starting his career as a professional at a rather advanced age, but that doesn't mean he hasn't been close to the golf and sports business scene for a long time. Before taking the Spokane muni position he worked for 13 years as a sales rep for R. C. King & Co., MacGregor's Northwest agent.

"I was around pro shops so much I guess it was inevitable that I got into this business," Jimmy says.

Shriver also has worked as a salesman in a downtown Spokane sporting goods store and, up until the time he turned pro, had been recognized as one of the better amateur golfers in eastern Washington. He has won the Spokane city title twice and the Seattle championship once.

So, he doesn't come into the pro field as a babe-in-the-woods, being a fellow with a great deal of merchandising know-how as well as capable of teaching golf.

### Ideas on Operation

"Travelling as I did for 13 years," Shriver says, "and seeing how at least a hundred shops were operated, I think I



Shriver's Indian Valley course is said to be most beautiful municipal layout in the U. S.

picked up a few ideas about merchandising and display. I feel that the real secret is keeping your place looking airy and uncluttered. There's a temptation to overdisplay, particularly when a shop is small. I'm using restraint in this because I don't want to give people the impression that I'm running a junk shop. When they attach that name to your place, you're dead."

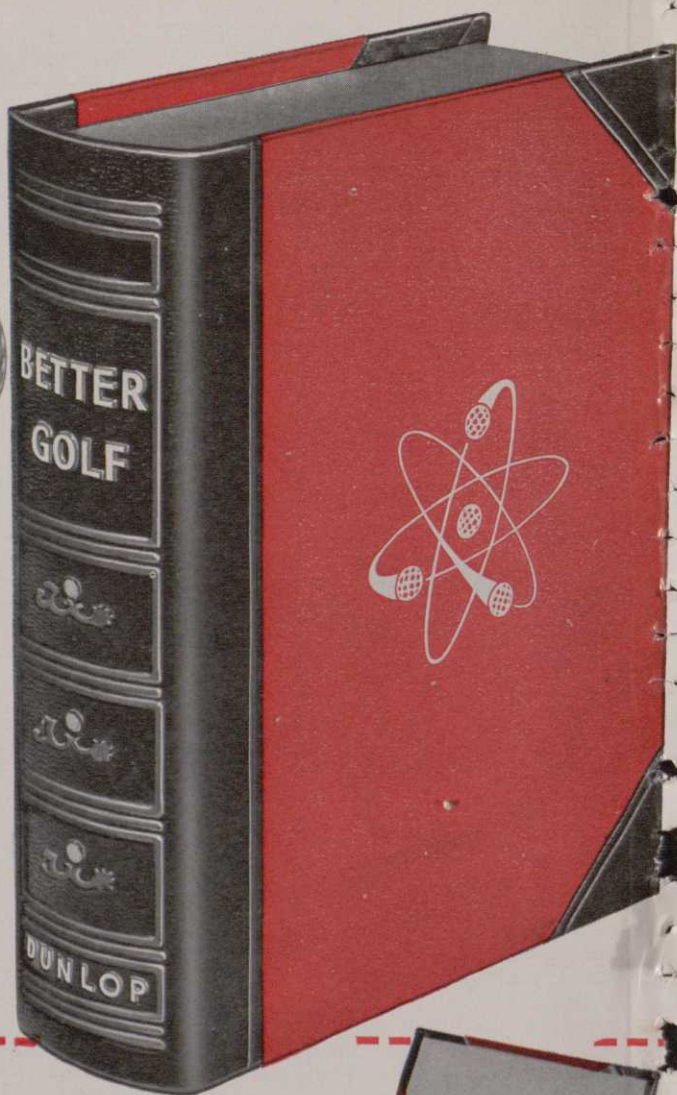
In his travels as a salesman, Shriver also thinks he spotted a weakness in quite a few shop operations that kept pros in continual hot water. That was making a habit of either buying too much at the beginning of the year or going overboard at different times of the season when somebody got them overenthused on specialty items.

### How Much Will They Buy?

"Buying is not merely placing an order on the strength of some wild guessing," Shriver observes. "It constitutes sizing up your market, getting an idea of how many people will purchase certain kinds of merchandise, and then deciding on how much to buy so that your sales will just about come out even with your purchases. There's not much profit, if any, in distress sales of overstocked merchandise. If you have to depend on them year after year, it's apparent you're being constantly pushed against the wall. So, chances are your credit rating is poor because you can't help but be slow in paying.

"I've seen too much of this in my 13 years as a salesman," Shriver concludes. "My intent is to go along and try to buy smart so that I won't have to sell scared."

The USGA Senior Amateur will be played Oct. 5-10 at Memphis CC.



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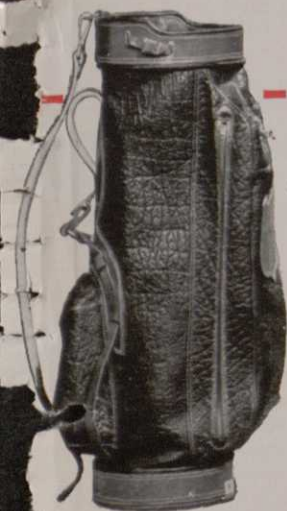
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# Look for Sales Producing Ideas in Commandments of Retailing

August and September Don't Have to be Dull Selling Months. This Article Tells You Why.

*This is the second and concluding article on the "Commandments of Pro Shop Retailing." The first appeared in July Golfdom, page 28.*

By **HERB GRAFFIS**

**D**O you apply "The Ten Commandments of Mass Retailing to your pro shop business?"

If you do, you are a successful pro businessman. Numerous pros have pointed out that the articles on pro shop merchandising that Jack Hoffman and Johnny Burt had in July *GOLFDOM* (pages 36 and 44) were applications of the first five of "The Ten Commandments of Mass Retailing" presented in the same issue. These "commandments" were compiled after a study National Cash Register Co., Dayton, O. made of successful shop operation.

The second five of these fundamentals of retailing are especially timely because they suggest how to spur pro shop business in August and September.

August and September used to be considered dull months for pro shop business. But that's been changed by smart pros. November and December used to be absolutely dead in pro shops in about three-fourths of the country. But now the Christmas golf gift business in shops all around the country has made November and December two of the big selling months of the year.

Now, instead of believing there's not much that can be done about boosting dog-day sales, pros are checking their operations with the "commandments" of retailing and coming up with sales-producing ideas.

## **Customer Sells Self**

The second five of the "commandments" of retailing have as No. 6: "Expose your customer to the mass appeal of merchandise." This means to have the merchandise displayed so the customer is impelled to examine it. The modern note in store merchandising is to have a maximum of merchandise and a minimum of fixtures and walls seen by the customer.

At most pro shops the customer has to do an important part of the selling himself. That is the way it should be. The customer comes to the course primarily to play golf, not to buy golf goods. Hence the customer must be given every possible opportunity to sell himself . . . or herself . . . by having the goods handy and inviting.

This "commandment" implies that the pro and his assistants are going to have to neatly rearrange merchandise that may be scattered by shoppers. But that is part of the cost of doing business.

Display islands with shelves at several levels expose a lot of merchandise.

You have to have the stock to show. Maybe you'll lose a little by pilferage but you'll make up for this loss by increased sales.

Commandment 7 is: "Give your products a selling role." Take advantage of the good looks of the merchandise, its packaging, its advertising in publications and through mailings, pro shop signs, etc.

Merchandise that is pre-sold to some degree by advertising or attractive packaging and display accounts for more and quicker profits for the pro.

## **Signs: Too Many To Too Few**

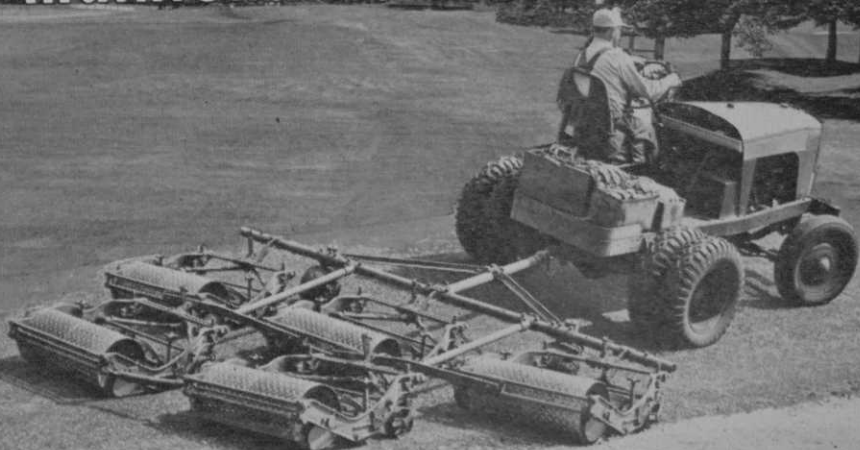
Pro shops used to have a lot of wall-cards and other display signs, sometimes to the extent that the shop looked untidy. Attention was attracted to the signs rather than the merchandise. Now there are very few signs in pro shops. Possibly there aren't enough of them to direct buyers' attention to such things as new products, women's clubs or prices.

Price tags do an immense amount of selling in shops. Pros at some wealthy clubs somehow have got the idea that price tags don't go with class selling. But every time a pro at a swanky club has put the price plainly on merchandise he has found that he makes more sales, serves members better, saves time and offends nobody.

Pros sometimes have the opinion that because they know the retail prices of

*(Continued on page 82)*

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