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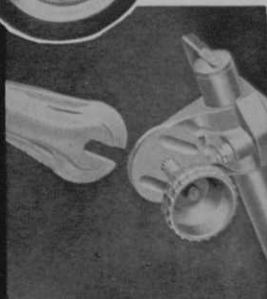
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# Bright Displays Will Never Match The Good Sell

*Exotic lighting doesn't mean  
a thing if you aren't moving  
merchandise across the counter*

By **BILL ENTWISTLE, Jr.**  
Pro, Odgensburg (N. Y.) CC

There is so much emphasis these days on new or refurbished pro shops that you can't help but wonder if all isn't "show" and if the accent isn't being taken off of "sell."

The exotic lighting, exciting displays and tasteful use of wall space and merchandising islands, seen so often in GOLFDOM features, are wonderful, but if the pro and his staff don't know how to move that goods across the counter to the golfer, then maybe the interior decorator is the only one who is benefiting from these new shops.

In the off-season I work in the retail sales field. Until I started doing this a few years ago, I thought I was a pretty fair merchandiser. But soon after I took the outside job I realized there were a few things that I still had to learn.

For one thing, the retail stores don't spread themselves thin as so many of us in the pro merchandising business do. They concentrate on two and never more than three brands. In contrast, the pro is liable to carry as many as five or six lines of shirts, perhaps five different kinds of shoes, as many brands of slacks, and so on. By ordering various items from a half dozen houses he probably loses any chance he may have of getting any kind of a discount for volume buying, and certainly since he can order only so few items from so many firms he isn't ending up on any of their preferred customer lists. What's more, in doing this, he may be overinvesting his funds simply because he feels that he has to give an order to every salesman who comes along.

To top it off, he is acquainted with so

many brands of merchandise, but actually knows so little about each, that he can't sell any of them convincingly.

To sell effectively, you have to know your products as intimately as you know your customers.

You undoubtedly have seen for yourself how this works. If a customer asks you a slightly involved question about a brand of shoes you handle and you can't give him an intelligent answer because you are only vaguely familiar with the shoes and don't know all their features, then you are going to lose his confidence. And, human nature working the way it does, he probably is going to wonder if you know very much about the other kinds of merchandise you handle.

## Follow Up The Lead

All of us, of course, are well aware of the selling power of the open shelf or table display. The idea is to get the customer to pick up the merchandise and sell himself through the feel of it. But what if he puts it back on the shelf? The alert salesman is going to suggest that he take the item outside and look at it in the sunlight. If it's a sweater, for instance, the color may be dazzling in the natural light where it may have been rather dull inside. The salesman is going to accompany the customer outside, too, and make a point of emphasizing this. It isn't uncommon to see them do this in the outside retail field.

Golf clubs should be sold the same way. In my book it is altogether wrong to say to a golfer, "Take it outside and swing it and see how it feels." The idea is that you go along with him. Then, you don't sell the club, you sell the feel. What's wrong with saying, "Mr. Jones, don't you think you could get 10 yards more with that driver?" Talk about his grip and his swing and offer any suggestion that you may think will improve either. Study him closely all the time to see how he is reacting to the new club. In most cases, it's going to feel better than his old driver just because it is new. Furthermore, he wouldn't have brought it out after picking over the other clubs in the rack if it hadn't felt pretty good.

## May Bring It Back

The very fact that you have a person trying out a club or a set of them is working in your favor. Be smart enough to follow up this advantage. If, say, you don't go outside with the prospective buyer when he is testing a club, you're giving

*(Continued on page 86)*

Willie Low (inset) inspects ancient set of clubs he keeps in pro shop. At right is wing of new Phoenix clubhouse.



## Willie Low Turns Designer

By **BOB ALLISON**  
Phoenix Gazette

The huge new clubhouse of Phoenix CC is one of the most remarkable serving any golf club in the country. Its most popular spot — as was the case with the old building now being dismantled — is the golf shop of Willie Low.

The Scottish-born Low, in his 26th year at Phoenix, has a big, bright headquarters for his golf equipment sales and service.

"It's one of the greatest in the country," Willie says enthusiastically. "You know, we pros used to have to know how to teach and how to fix clubs, and that was that."

"Now we're merchants, too. We grad-

ually had that role thrust on us. We had to learn to be businessmen as well as golfers. It's just as well, too. It means a great deal to have a place like this," Low adds.

When they gave him a new pro shop at Phoenix CC, the veteran Scot put his ingenuity to work and came up with some fine display ideas

Willie himself is responsible for the appearance of the new shop. He designed most of the display furniture himself. It includes one item which is sure to be copied by pros everywhere.

### Devises New Rack

To get away from the old way of racking clubs along walls where passersby could knock them to the floor, Willie conceived a walnut-sided "box", about four feet square and table-high, with aluminum tubes in rows inserted into each face across the box. Each row of



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## John E. McAuliffe Dies In Florida Winter Home

tubes holds one set of golf clubs. With three rows of tubes in each face, Willie's boxlike tables accommodate 12 sets of clubs each. They're out of the way, but with the heads projecting, they are still well displayed.

Willie has an excellent selection of apparel and clothing in his commodious display room. His office is shared with his sec. bookkeeper (Mrs. Low). In the storage room 750 golf bags can be racked without one touching another. The men's locker room with 350 lockers is located next door.

### Practically A Town Club

Phoenix CC is the area's oldest still active golf club. It's practically "Phoenix Town Club" now. It's location, once on the fringe of farmland, is surrounded by residences and buildings of a rapidly growing city.

Now and then it was suggested the club find a new location. But its intention to stay where it is — permanently — was underscored by a decision to build a clubhouse which, with complete and elaborate furniture and equipment, carries a price tag of nearly \$2 million.

The clubhouse has a main dining room seating 800, a large men's grill, an elaborate bar and lounge, a women's clubroom, a youth activities room, cardrooms, steam rooms and a huge kitchen.

### Brooks No Opposition

Phoenix CC's prestige has never suffered despite construction of many new clubs in the Phoenix-Scottsdale area. Its membership list has been closed for years. It is reported the club can pay for the new clubhouse without assessments.

Its par-71 course, noted for narrow fairways and hazards of trees and traps, serves in alternate years as the site for the Phoenix Open. The club itself has sponsored for more than 40 years one of the Southwest's great amateur tournaments, the Phoenix Invitational.

Last summer its membership provided Willie and Mrs. Low a free trip to his birthplace, Aberdeen, Scotland, in testimony of his quarter-century of service as golf pro.

### Revenue Ruling Rescinded

A 1960 ruling by the Internal Revenue dept. (56-409) that said that the value of meals and lodgings furnished the families of certain employees is additional compensation, and taxable as such, has been reversed. It was recently rescinded by ruling 60-348.

John Edward McAuliffe, founder and board chmn. of Triangle Conduit & Cable Co., Inc., in New Brunswick, N. J. died Mar. 11, at his winter home in Palm Beach, Fla. He was 69 years old.

Mr. McAuliffe's death, following a lengthy illness, ended parallel careers in sports, politics, and industry that covered almost half a century. Brooklyn-born, he founded Triangle in 1916. It grew to a four-plant operation, grossing over 60 million dollars in sales in 1959. He was also board chmn. of Triangle Conduit & Cable (Canada) Ltd.

Jack McAuliffe was a golfing enthusiast from the time of his youth when he won the club championship at St. Albans GC in Queens five times. Later he became sec. of the Metropolitan Golf Association and in recent years sponsored many tournaments, including the Triangle Round Robin for professional women golfers and the National Invitational Mixed Four-some.

He was the Finance Chairman of the Republican party in New Jersey and active in party councils. He was also a member of the Metropolitan Club of New York.

Surviving are his widow, the former Eloise Schmutz; a son, John E. Jr.; three daughters, Mrs. Eleanor Menger, Mrs. Dorothy Vicino and Mrs. Martha Jane Rich; a sister, Mrs. Anna Duran, and 14 grandchildren.



J. E. McAuliffe

### Too Much Printing on Heads

A noted industrial designer, looking at irons on pegboard shelves in a pro shop display, asked, "What's the reason for all the stamping on the backs of these clubs? Some of them carry as much printing as a telephone directory but what does it say that helps sell a club or makes it more useful? Wouldn't the club with the manufacturer's name or trademark simply displayed look better and give the design a chance to assert itself?"

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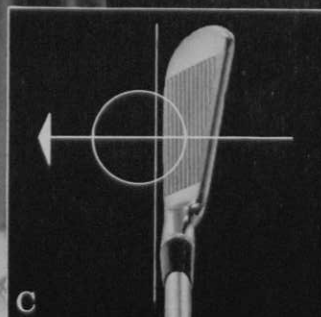
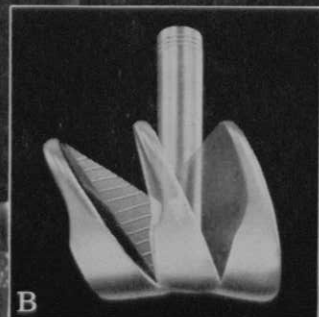
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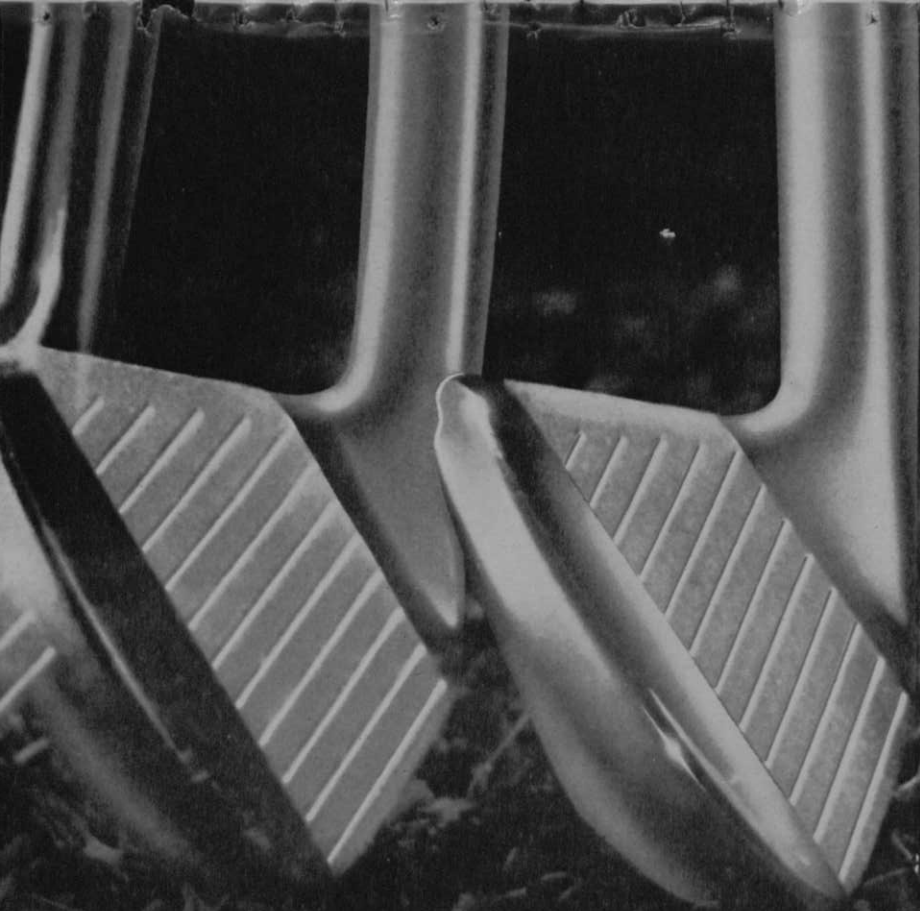


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The GCSA specifications committee was suggested by the advisory committee at the 1960 Houston conference. Gene C. Nutter, our executive dir., past-pres. Elmer G. Border and myself were named to serve on it.

We investigated and read the codes and manuals of many other professions, industries and governmental agencies in setting up this guide for course construction. By the time of the fall executive committee meeting we had arrived at the conclusion that technical terms would have to be used to prevent misunderstandings. Thirteen major subjects and 64 items were covered in our report.

Many courses have been constructed on wasteland but have been improved to the extent that they are showplaces. But if the cost of such a project could have been foreseen, the club probably could have purchased an original tract of the best and most fertile land in the locality. Cost of the land usually is one of the smaller items in the total cost of a course.

#### **First Test: Fertility**

In evaluation of a course site, one of the first tests should be for fertility. Past history of its agricultural use is valuable. Most state universities have soil testing facilities and can give the club a complete report at nominal cost. The cost of clearing the site can be an important item. Natural drainage is important as it can be a costly maintenance item. Available water for irrigation should be surveyed and an adequate supply assured. A lab analysis should be made to make sure the water's mineral content is right for irrigating fine turf grasses.

Employment of a qualified course architect is a necessity. He shall be responsible for design of the course and shall furnish adequate drawings of all construction work, including detailed drawing of each green and tee. A complete set of specifications should be a part of the contract with the construction contractor.

Availability of the architect during construction should be determined before he is engaged.

The contract with the builder should cover the usual provisions for insurance, public liability, workmen's compensation and financial responsibility. It should also include rates of payment and credits for all changes and revisions.

#### **Superintendent's Role**

A supt. who will have charge of the maintenance of the course, should be employed by the club when construction



## **GCSA Guide** **For Golf Course** **Construction**

**By L. E. LAMBERT**

Supt., Prairie Dunes CC, Hutchinson, Kans.  
President, GCSA

*This article has been condensed from a speech made by L. E. Lambert at the GCSA convention.*