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*Not the Complete Answer,
But It's A Start...*

Kratzert Steps Up Catalog Orders and Sales Ride Along

Holiday sales in the last three years in the pro shop of Bill Kratzert, Jr., at the Ft. Wayne (Ind.) CC have increased in almost direct proportion to the number of "Christmas Shopping at Your Pro Shop" catalogs he has annually ordered from Golfdom.

Kratzert's sales totals aren't available, but the number of catalogs he has ordered is. In 1961 he used 300 catalogs. The following year he increased his order to 500 and in 1963, to 800.

At first glance this might imply that to step up his Christmas business from year to year it is only necessary for a professional to increase his catalog order.

It isn't quite that simple. The trick is to find more and more potential customers for Christmas merchandise to justify increasing the catalog order. The important thing is that most of them can be found within a club, as Kratzert has found out. Three years ago he distributed only 300 catalogs because he felt that no more than that number of players at Ft. Wayne CC were interested in buying gift merchandise through the pro shop.

Then, the following year he gambled by increasing his order to 500 and sending a catalog to every player on the club's

roster. The additional 200 were well received, judging by the way in which his holiday business increased. So, last year, Bill reasoned there had to be a good deal of potential volume among the social members. He upped his order to 800 and made sure that every person who had some kind of a membership in the club got a catalog. Sales went up in proportion.

"The colorful Golfdom catalog doesn't do the whole job at Christmas time," says the Ft. Wayne shopmaster, "but it certainly lets every member know that possibly the best gift shop in the city is located right on the club grounds. Numerous social members, for example, told me they decided they had made a 'discovery' when they found out that we handle the high grade merchandise we do. Several of them had never been in the pro shop before."

After They're Mailed

Bill Kratzert has some pretty definite ideas as to what to do and what not to do after the catalogs are mailed out at Thanksgiving . . .

The most important thing, in his estimation, is to let everyone know that the



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shop is open on a full time basis after Dec. 1, after having been on a five or six-hour a day schedule throughout November. Secondly, the shop is kept open on Wednesday and Friday nights to accommodate the large number of members who come to the club for dinner on these days.

There can't be a suggestion of a pro exerting any kind of selling pressure if he hopes to go on year after year enjoying profitable Christmas sales. This brings up the matter of the telephone followup after the catalogs are distributed.

mental and making a physical check of every bag in the back end of the shop.

Kratzert has been at Ft. Wayne for seven years and, of course, knows to the last member who can't be solicited via telephone. But it didn't take him seven years to compile his list of "untouchables." As he says: "You should find out who resents familiarity the first year you are at a club, and then act accordingly. And, you should honestly try not to hold it against these people because many of them turn out to be your best customers. It's just that they want to keep



Bill Kratzert (R) sells out of this shop at Ft. Wayne CC

"I don't call everyone, by any means," says Kratzert. "There are perhaps ten per cent of the people at the club who I would never think of calling. I know they would resent it and so I wait until they come to me.

Women Want Pro's Help

"At the same time," Bill continues, "possibly one out of five people at the club would be offended if I didn't call them and make some suggestions. Women, in particular, want to be called and they want you to be able to offer some concrete ideas as to what their husbands need or would be genuinely thrilled to receive."

How does a pro go about deciding who can be called and who can't, and what gifts a golfer would appreciate getting? It calls for two kinds of cataloging —

the initiative when it comes to buying, and don't want to be pushed. There is nothing wrong with that."

Leads from Inventory

Every pro, of course, is familiar with the golf bag inventory that should be taken at the end of the season for those leads that can mean more sales for him, especially at Christmas time. At clubs where there are 300 players, it has been reliably estimated that a check of the bags normally reveals that there are at least 10,000 items in need of replacement. That doesn't mean, of course, that 10,000 items are going to be sold, but for the fellow who is willing to play percentage, 1,000 perhaps isn't bad. The question is, as Bill Kratzert and others

(Continued on page 54)



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What Men Should Know About Women— When It Comes To Teaching

By JEAN A. MULKEEN

Member, Ladies PGA
Professional, Florissant Valley CC, St. Louis

It isn't often that a male professional comes to a woman professional for advice. But it happened to me about two years ago.

"How in the 'ell does a man go about teaching women to play golf, Jean?" this strapping fellow said to me. "I'm getting more women students every year, but every year it seems that I'm learning less and less about getting through to them.

"What makes it so tough," this pro continued, "is that half of the lessons I give are given to women."

This is the universal complaint of men, and always has been. It's not something that male golf professionals have discovered in the last ten or fifteen years or so. The ancient question, "How do you go about understanding women?" has been asked many billion times.

Where golf is involved, the answer isn't very complicated. But many men never learn it or fully grasp just what it means.

Here's Your Answer

It's as simple as this: Only one woman out of a thousand is really interested in excelling as a golfer. Most simply want to be average players, at best.

The male professional who sought my advice didn't comprehend what I told him. "Why shouldn't anyone who goes to the bother of playing golf," he sputtered "not want to excel at it? It doesn't make sense." I talked to him as recently as two months ago and he was still quite bewildered. "You were right in what you said about women students," he told me,

"but I still can't understand why they aren't more competitive in their approach to the game."

"Maybe they're playing golf for what it was intended — for the fun of it," I replied.

I suppose it all comes down to the fact that women — or housewives — the ones with whom I and most pros deal almost every day don't have to be competitive. They're not down at an office every day slugging it out to make a big sale, get an important order through, or come up with an idea that will knock the boss right out of his chair. They're not vieing with another man for a job upstairs.

They Relax At It

Consequently, they don't come to the club in a supercharged frame of mind. For them, golf is a way of relaxing, of getting out of the kitchen and into a



Jean Mulkeen

different environment for an afternoon. It is not another obstacle that has to be knocked down or overcome. In the 14 years I have been in the golf business, either as a range owner or teaching professional, I have yet to see a woman or group of them stay miffed very long over a golf match. The game doesn't mean that much to most of them.

Men have to understand this attitude if they are going to successfully teach women golfers.

(Continued on page 60)



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Millions were thrilled and inspired by the record breaking performance of Bobby Nichols, "The Louisville Slugger," for his long-to-be-remembered victory in the 1964 PGA Championship at Columbus, Ohio.

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Agronomist, Milorganite Turf Service

"Keep Records!"

These words are being heard more and more in formal and informal talks among course supts. Many supts. are going beyond the usual methods of notation and are jotting things down via a much more artistic and vivid type of record keeping — photography. These visual records are invaluable in recalling conditions and events not easily understood in mere numbers or words.

We know that time softens harsh memories of adverse turf conditions, construction problems, and weed, disease or insect invasions. This is especially true when the time comes to explain an overexpended budget to a committee. What of weather damage, vandalism and the like? Those of us who listen to a course supt. present a talk on management practices always appreciate having pictures brought into the discussion. They give the listener a sense of being brought closer to the course and naturally, the speaker. Color photography has enabled us to share experiences and ideas that are almost impossible to put into words.

The why of photography is easy to explain. The how is not. Color films and cameras have progressed tremendously in the past few years. There are many different color films and many more cameras in which they may be used. Standard color slides, as shown at most turf conferences and meetings, are on 35 mm film, mounted in 2" x 2" cardboard mounts.

Cameras are as variable as you want them. Prices start at about \$50.00. From there you can go as high as you wish. In almost all cases, the more expensive the camera, the better results it will give. Cameras with built-in exposure meters, which also permit viewing through the lens (to see exactly what the picture will include), are in the \$200 range. Lens quality, shutter speed and larger iris settings run up the cost as they get better. A good light meter is necessary, unless one is built into the camera itself. It costs in the neighborhood of \$20.00. Projectors cost \$50 or more.

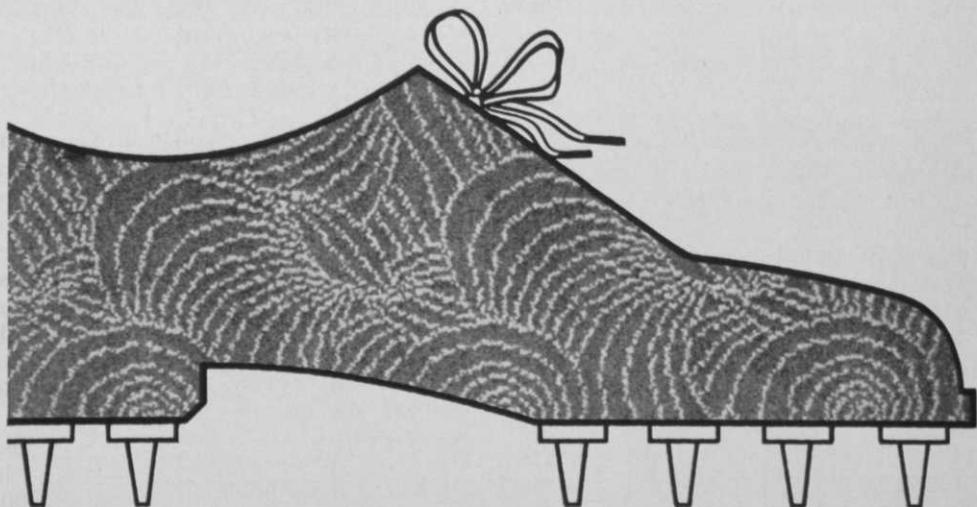
Initial cost need not scare you away, however. Few golfers start with a Kangaroo leather bag and a full set of matched clubs. As your photographic skills develop a desire for better equipment will follow. It shouldn't be forgotten that many people take excellent pictures with inexpensive equipment.

Inexpensive and Automatic

Available today are inexpensive (about \$50.00) automatic cameras, which are easy to operate and give good results. In any event you should buy one of the several booklets on color photography to get an understanding of the workings of cameras and color. Space does not permit going into the mechanics of camera operation. At the start it may sound complicated, but once you understand what you are doing, photography is quite routine.

Buy from a reliable camera house. Photography, like golf course supplies,

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has attracted many people who "can get it for you cheaper". You get what you pay for! Go to a specialist in the field for supplies, advice and service. You may even be able to pick up a good used camera at a fraction of the original price. There is a definite hazard in buying equipment from other than a reputable firm.

Shoot and Experiment

Plan on wasting a lot of film at the start. Experiment with different exposures and distances. See the difference in color when the same picture is taken at noon, in the late afternoon, and under cloudy skies. Film is rarely fooled even though your eyes are.

Make sure you get the picture you want. Take a couple of extra shots of the same subject, opening and closing the iris of the lens slightly to vary exposures. In this way you are more likely to get one *good* picture. Film cost will be higher, of course, but what have you saved if the one picture you really want doesn't turn out right?

Many Different Effects

Good pictures include more than the correct focus, shutter speed and lens opening. They include composition — the arrangement of the subject and surrounding objects to produce depth. Camera angle is also used to improve a picture by showing the subject best. Light produces many interesting effects. Some subjects are seen better when the light source is behind the camera, while others come out better when lighted from the side. Unless special conditions exist, pictures taken in the shade are seldom satisfactory.

Be extremely critical of your results. People who see your slides may not have the slightest idea of what you are talking about. Make the subject of the slide the center of attraction. Don't try to show too much on one slide. Closeups are an excellent follow up of a long-distance shot. Slides that are too light or too dark should be thrown away. If your audience can't see the subject, or if colors are bad, you have missed the green. One good picture of one subject is better than three or four of the same thing if they are only mediocre.

Film handling and slide storage are important. We have lost many otherwise

good pictures because the camera was left in the trunk of a car in the summer. Heat causes an overall greenish cast that makes the slides unusable. Cameras should not be loaded in full sunlight. Even though cartridges or rolls are generally light proof, exposure to full sunlight can cause red or yellow streaks that ruin the film. Slides should be stored in a dry place, out of direct sunlight.

There are several types of slide films on the market that make cataloging quite easy. Once the slides have been taken, you should be able to find them easily. We use a straight numbering system from 1 to infinity, with the subjects listed alongside the number and the date taken. In addition, the slides are in categories; architecture, construction, diseases, insects, weeds, etc. Our files have some 27 categories. Thus searching for a slide on a particular subject is no major effort.

Can Be Enlarged

Remember too, that color slides can be enlarged and printed. Sizes range from 2 x 3 inches to 11 x 14 inches. The quality of oversize prints depends upon the fidelity of the original slide.

All this may sound like a lot of trouble and expense. It is. But it is also a source of great pleasure. Pictures are a storehouse for memories because a film doesn't forget. Color slides can be as important as any record books and aren't as bulky. To say the least, they are a worthwhile supplement to other records. They are the true, visual record.

Architects' Meeting

The 1965 annual meeting of the American Society of Golf Course Architects will be held at Kings Bay Yacht & CC, Miami, Fla., Feb. 2-5.

\$55,000 in Golf Day Funds

A mid-July accounting of funds shows that the PGA had collected more than \$55,000 in receipts from the 1964 National Golf Day. A total of 2,748 men and 867 women beat the Golf Day target score posted by Jack Nicklaus.