

I'll never forget...

The bear who tried to caddy

by Superintendent Paul N. Voykin, Briarwood Country Club, Deerfield, Ill.



"I once worked at the Jasper National Park Golf Course in Canada. The surrounding woods abounded with playful black bears. One day, a foursome of elderly gentlemen was about to tee off from our second tee. As he awaited his turn one of them left his handcart, containing his bag, at a bench behind the tee. Suddenly, a bear ran out of the nearby pines, grabbed the unguarded cart, and took off with it toward our first fairway, spraying

clubs right and left. The elderly golfers gave chase to the bear, who would stop when they got close to him, then run off again. That bear didn't release the cart until he reached the first fairway and saw me coming at him in a tractor. Although the elderly golfers were happy to see their unwanted caddy bound off into the woods, they were so winded from chasing him that they had to postpone their golf to another day."

Don't you forget...

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- Non-burning, non-leaching, 38% nitrogen
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On all chemicals, follow labeling instructions and directions carefully.



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Ledger Analysis Shows Pro Where the Sales Are

Jim Milward of North Hills has improved his purchasing control, found new customers by studying account cards

If you have 250 playing members at your club, it may be comforting to think that this number constitutes your pro shop market. But don't be deceived by numbers alone.

The important thing is to analyze your sale records and determine just what percentage of players is spending enough money to keep you in business. It may give you a jolt to find that no more than 40 or 50 per cent of your playing members actually are patronizing your shop, but from this knowledge you can derive several benefits. For one thing, it can improve your purchasing program. For another, it tells you exactly who are the buying leaders at your club. It guides you in giving service priorities (even though



Exterior view of North Hills shop.



Assistant pro, Bob Stevens, and Jim Milward discuss merchandising picture at the Milwaukee club.

you may contend that you're not guilty of doing such things). And, finally, it shows what segment of the membership needs to be courted if you are to get its patronage.

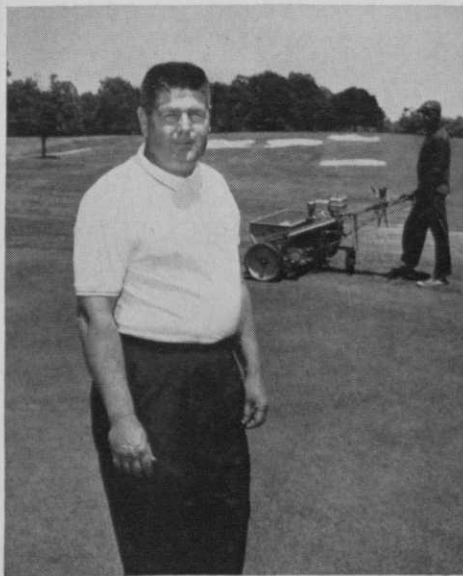
If you have been around the same club for several years, there isn't much doubt that you may have a good general idea of whom the patrons and non-patrons of your shop are. Yet, when it comes to a showdown, do you really know who is spending money — and who isn't? Some of your supposedly best customers may be so regarded because they are personable, because they are good players, or because they hang around the shop and talk golf with you when the course is closed. But are their ledger cards marked with enough entries to make them paying customers?

Studies The Figures

Jim Milward, pro at North Hills in Milwaukee since 1955 and a 25-year veteran in the golf business, carried impressions of his accounts around in the back of his head until about five years ago when he decided to sit down and analyze the actual figures. That isn't to say that Jim didn't always maintain a bookkeeping system that included all the pertinent details of his members' charges. But until 1960 he didn't make what he considers intelligent use of the system.

POWERSCREEN

CUTS FIVE DOLLARS PER YARD FROM PREPARATION COST OF TOP DRESSING



One of the first to use the new Royer POWERSCREEN, the Kennett Square Golf and Country Club (Pa.) reports that the POWERSCREEN has reduced the cost of top dressing by about \$5 per yard because it has greatly speeded its preparation. Primary reason is the POWERSCREEN's built-in elevating conveyor which discharges the finished top dressing high enough and far enough for direct stockpiling . . . and radically reduces set-up and clean-up time.

Paul Weldin, Jr., Superintendent at the

Kennett Square G & CC, also reports a marked improvement in the quality of his top dressing. The POWERSCREEN-produced top dressing is finer and more homogeneous than manually screened materials—has done away with clogged spreaders and eliminated pebbles on the greens.

Find out more about the POWERSCREEN and its 3-way payoff in economy, speed and quality. Request Bulletin PS-30. Or, better yet, contact us for a free demonstration.



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Two views of the interior of the North Hills shop. Milward tries to display as much merchandise as possible at approximate eye level. He'd like to have the ceiling raised or the floor sunken so more of this could be done.

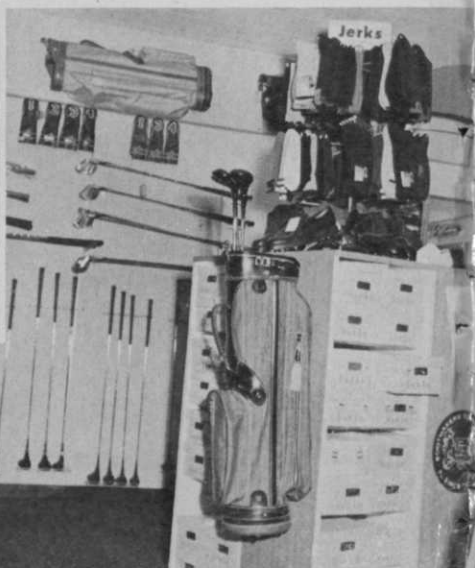
In checking the accounts, Milward classified them as "exceptional", "good" and "fair". "Poor" and "non-existent", incidentally, were included in the last category. When Milward originally worked out his grading system he was surprised to find that he had to depend on slightly less than 50 per cent of the members for more than 90 per cent of his volume. Today, almost five years later, about 65 per cent of his players are listed as exceptional or good customers. By carefully and continually analyzing the ledger accounts, the Milwaukee professional has improved his business.

Two Reasons for Improvement

He attributes the improvement to two things: Better control of purchases than he had before he started to classify accounts; and strengthening of the sales effort among members who formerly didn't patronize the North Hills shop.

Here is how Milward explains it:

"The merchandise you buy is dictated by what you can sell. If, at the beginning of the season, you buy a dozen of this, a dozen of that and a dozen of something else without giving thought as to whom is going to buy these items, you'll end up by doing nothing better than a



good closeout business. But if you make your purchases on the basis of what you *know is demand*, you'll make money.

"A check of our customer accounts," Milward goes on, "shows that we have one out of five members who prefers only professional brand merchandise. Another 40 or 45 per cent will buy sportswear and accessories that are a grade below the pro brands; and the remainder hardly patronize the shop at all. So, when it comes to purchasing merchandise, we buy in almost 100 per cent conformity with what we know the market will be."

Minimizes The Risk

"By breaking down your market this way," Milward points out, "you don't go very far wrong in the selection of styles and sizes, and therefore don't run much of a risk of getting stuck with stock that can't be sold. With our 20 per cent group, the ones that buy only pro-brand merchandise, we know almost exactly in what size range to order. So there isn't any loss to speak of there. We can guess

(Continued on page 74)



**How long
would it take
to make this into
a golf course?**

**Turn the page
and see...**



Cleaning & Storage

**Pros are divided as to whether rates should be increased . . .
Most make money on the service but many risks are involved**

The familiar saying, "He swings one way and talks another," might be applied to rates charged by professionals for club cleaning and storage.

When asked if these rates are high enough to assure breaking even on the club service operation, or even to realize a small profit on it, the first reaction of possibly four out of five pros is to say that they aren't.

But when it comes to putting facts and figures on paper, as several pros were asked to do in a recent Golfdom survey, about half say the rates are adequate. At the same time, about as many advance sound arguments for increasing the rate structure.

The average annual charge for club cleaning and storage across the country is reported as \$15.69. Two New England pros get as low as only \$10 a year for providing the service, while a West Coast shopmaster charges \$24 a year. These represent the extremes in the service levies, although in the western section

of the country the majority of pros report they get upwards of \$18 a year for the back room operation.

Break Even on Average Rate

Most pros who collect close to the \$15.69 average rate feel that they break even on the storage service, or do no worse than lose a small amount of money on it. One pro, in fact, who charges \$15 a year and stores and clean clubs for only 120 of his 500 members, maintains that he annually realizes a profit of \$400 on the service. Volume, in this case, apparently means little. This particular pro doesn't specify who runs the cleaning and storage operation for him, but the supposition is that he or an assistant handles it.

Some professionals, who hire back room attendants, state that they never have figured out to the last cent just what their profit or loss is on the club service. Several of them, however, say that they base their service charge on what it costs to hire a so-called club boy for the sea-



460-yd., par-4 outside 5th

Just one year with the help of Agrico



"In the spring of 1962, construction started on Hawthorne Hills Country Club, Lima, Ohio. We started play in 1963 on greens like the 5th shown above," said John Dugan, club president.

William Burke, superintendent, says, "Agrico Country Club fertilizers helped develop a deep-rooted, dense and colorful sod for us. Play the first year was very heavy but the turf grasses with-



stood the punishment exceedingly well."

"We've had the benefit of our Agrico Representative's advice on fertilization from the start. Our Agrico Feeding Program together with our maintenance program has produced a beautiful course as we complete our second season," Mr. Burke concluded.

Hawthorne Hills is a 27-hole course with a par-32 inside "nine" and a regulation par-72 6,780-yd "eighteen". The outside 18 has watered fairways.

Try an Agrico Country Club-Agrinite Feeding Program on your course. Call your Agrico man or write: American Agricultural Chemical Co., New York 7, N. Y. or Agricultural Chemicals Ltd., Toronto 15, Ont.

AGRICO[®] COUNTRY CLUB FERTILIZERS

Club Cleaning and Storage Figures

	National	East	Midwest	West
Average Rates	\$ 15.69	\$ 16.66	\$ 15.50	\$ 20.50
Percentage of Use by Members	60.5	51.3	74.5	89
Average PROFIT or Loss	\$523	...	\$600	\$675
Percentage of Pros Suggesting Rate Increase	46	33.3	100	50

son plus insurance coverage costs. Others point out that the salary of the club boy can't be completely charged off against the cleaning and storage revenue because in many instances the employee doubles as a shop assistant, or may work part time on the starting tee.

15 Per Cent Lose Money

Actually, only 15 per cent of the pros who answered the questionnaire say they lose money on club service. In the majority of cases, their annual charge for tending members' clubs is from \$10 to \$12.

Forty-six per cent of the pros think that there should be rate increases. If their suggested rates were to be adopted, the average charge would be increased to \$22. It is interesting to note that half of those who feel that rates should be increased, report gross profits of \$400 and higher under their current setups. Their recommendations for rate increases are based on the service rendered and the problems involved in club cleaning and storage rather than on their current profit picture. One pro who reports a profit of more than \$1,000 a year at his current annual rate of \$17 recommends the greatest rate increase — to \$30 per year.

Several pros who do not recommend rate increases currently operate at a profit with higher-than-average fees. They

feel that they have established an appropriate charge and, therefore, recommend no increase.

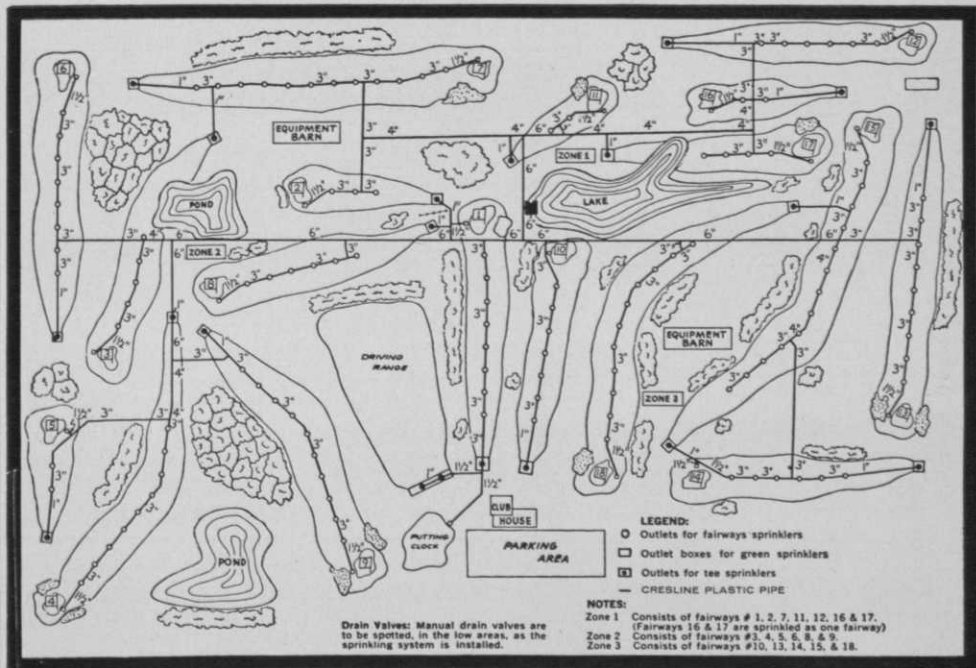
Here's A Good Breakdown

One Rhode Island pro did some interesting figuring to support his recommended increase to \$25 per season. "An average golfer at our club plays three times a week — 38 weeks a year," he says. "That's a total of 114 times that we have to clean his clubs and 228 times that we have to remove them from the racks or return them. If we charged a straight 25 cents handling charge for each time this golfer used his clubs, we'd take in \$28.50."

Another pro, who recently came to the U.S. from Canada, states: "I am amazed at the low rate charged in the U.S. In Vancouver our yearly rate was \$30 or \$2.50 per month. Based on services rendered, this is a reasonable rate."

One pro reports that club cleaning and storage requires from 10 to 12 hours per day during the playing season. Wages for a man to handle this job run anywhere from a \$1 to \$1.50 per hour and more than one man may be needed during peak playing periods. A pro must realize \$1500 to \$2000 each season just to meet the payroll for cleaning and storage. One pro estimates that 3,120 hours per year are spent at a cost of \$5500 to provide adequate service to his 375 members. For-

(Continued on page 79)



This is a typical layout (greatly reduced) of the kind of plastic pipe sprinkler system plan we develop for an individual course. It is part of the CRELine Engineering Service that has helped hundreds of golf clubs install efficient, economical sprinkler systems.

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Len Kennett

... sales in excess of \$20,000

The Opening Wedge . . .

Sales Start When Christmas Catalogs Are Distributed

"Sound merchandising practices are the key to Christmas pro shop sales," comments Len Kennett, pro at Los Verdes Golf Course in Palos Verdes Estates, Calif. "Keep your promotions in tune with your merchandise and established year-round sales program. The golf pro who emphasizes high-quality and good taste in a low-keyed manner will stand out among the run-of-the-mill merchants scrambling for Christmas profits," Kennett adds.

Kennett's advice is backed by success. Last year at San Gabriel CC, where he was pro for seven years, Len's Christmas gift sales were in excess of \$20,000. His success was only a small part of the total picture — golf professionals who used "Christmas Shopping at Your Pro Shop" as part of their sales program in 1963 earned nearly \$3 million in gift sales.

"Christmas Shopping is the first step towards building Christmas sales," Kennett remarks. Having used the catalog since 1957, he describes it as essential. His reasons for the strong endorsement are: ". . . the catalog is always in good taste; yet it's a forceful reminder that Christmas service is available in the pro shop."

Must for Success

"Another must for Christmas success is a well stocked shop," observes Al Houghton, pro at Prince Georges CC in Landover, Md. "With a wide selection of styles and colors in equipment, apparel and accessories, golfers are able to concentrate their shopping in a pleasant, relaxed pro shop atmosphere." As one Indianapolis public course pro has pointed out, well-stocked shelves at Christmas-time convince the customer that he is selecting popular merchandise rather than year-end close-outs.

"Christmas Shopping" and a well-stocked pro shop are powerful teammates. Values rather than bargains are the product. Together, these two elements go a long way in helping the pro share in lucrative pro shop gift sales. Plenty of extras, though, are necessary to push potential Christmas earnings to their peak.

Christmas gift wrapping is becoming a standard feature in pro shops anxious to serve Christmas shoppers. GOLFDOM's survey shows that about three-fourths of