

Sell golf's #1 ball — Titleist — in the personalized gift package. No extra charge for the gift box, no extra charge for personalizing the balls. (Minimum order, one dozen Titleists for each name.) And Acushnet promises to fill your orders *fast!*

The gift box? A rich, leather-like box with rayon satin lining and brass trim — a wonderful gift in itself. As for the Titleists. They're the balls more pros and top amateurs play than any others. The balls your customers are proud to play, to get, to give.

Send your orders to Acushnet Process Sales Company, New Bedford, Mass. If your shop is closed at Christmas time, your members can order directly from Acushnet — and you will receive credit for the sale.

GOLF BALLS Sold The World Over Thru Golf Course Pro Shops Only

Pro Shop Not Just A Clearinghouse for Merchandise

By DWAYNE NETLAND

Wally Mund's golf shop at Midland Hills CC, St. Paul seems to radiate vitality. There is an intangible air of action, a brisk run of business conducted by employees who know their jobs and members.

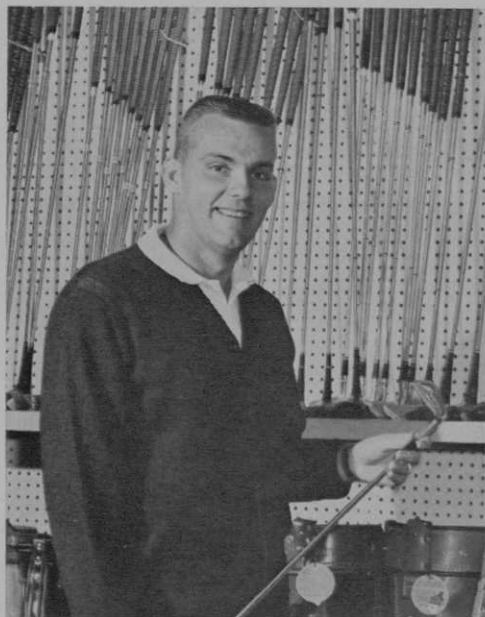
"I've always felt it was wrong to become self-satisfied with your operation," Mund explains. "A good pro has to make changes, to create new interest. To me there is nothing worse than walking into a golf shop and seeing the same old things in the same place, day after day, as though the man hadn't sold a single item in a month."

A demon on cleanliness, Mund wants Midland Hills' golf shop to look as neat and clean as the finest department stores in the Twin Cities. He is constantly reminding his staff of the value of neatness, of displaying the best merchandise, and of moving the items around. "Rather than hang on to an old piece of unsold merchandise," Wally has said, "I'll give it to the Salvation Army. That makes them happy and it cleans up my shop."

Mund's golf shop is basically no different from hundreds of others. He has a counter and a small desk for his records. Women's merchandise is stocked in one corner of the shop, clubs are lined against two walls and a shoe rack is alongside another wall. In the middle of the room is a portable rack loaded with socks, hats and shirts. But a close look discloses there is not a single wasted foot of space; that the merchandise is neatly arranged and that the atmosphere is one of warm cordiality.



Wally Mund has a good eye for selecting quality merchandise and just plain quality in a young lady to run his women's department. Meet Darlene Anderson, who was an Aquatennial princess and brings out the best in Mund if he hopes to win when they play golf together. Darlene is Minnesota women's match play champion and won the 1964 state medal play tournament by 12 strokes.



Larry Wood (l) is Mund's teaching assistant and John Shortridge helps run the shop operation.

Midland Hills is a busy club near the boundary line between Minneapolis and St. Paul, with a membership from both cities. It has 375 golfing members, 250 women golfers and 225 social members. They play golf from the first spring thaw until the snow is knee high. And such is their response to Mund's business acumen that he has found it profitable to keep his shop open all winter.

Brings Them Together

During the golf season, Mund is on the job 12 to 14 hours a day, 7 days a week. He is vitally interested in new members. Midland has the reputation of being a friendly club, where you can always get a game. Mund helped create that situation. On one occasion several years ago, two new members who had adjacent lockers, complained to Mund that the other was aloof and unfriendly. Wally got them together over a drink in the grill; today they are close friends.

"I believe the biggest responsibility of any professional is public relations for his club," Mund says. "I always try to introduce new members all around, to get them into games. I like to mix new members in with old ones in our foursomes for club events. Nothing is worse at a

club than cliques. When Mr. Jones plays only with Mr. Smith and Mr. Olson your club is in trouble."

Match Play Doubles

The popular game at Midland this year is match play doubles. Members pick their own partners and conduct their matches on a net score basis. Mund suggested it during a meeting last spring of the golf committee.

As head pro, Wally sits in on all meetings of the golf committee where he assists in the scheduling of club events. He has long been active on the membership committee. He takes over complete responsibility for guest days, setting up tee times and running the events.

"You'd be surprised what a clearing-house the pro shop is for members' gripes," Mund points out. "They come in off the course with a legitimate complaint, and they tell it to me or one of my staff. The golf shop then becomes the liaison between the member and the club committees."

To augment his own contributions to harmony at Midland Hills, Mund maintains a well-trained staff and keeps them busy. In his employ are a teaching professional, shop assistant, women's sales



John Blomquist doubles as bag storage supervisor and head man on the driving range.

coordinator, caddiemaster and assistant and three shop boys. No sooner does an aide at Midland Hills report for his first day than he is given a clear outline of his duties.

The teaching pro not only instructs, but helps run the shop and directs club tournaments. He is responsible for getting unscheduled members into games, for the progress of pupils and for the general conduct of the golf shop.

Gear Lessons to Pupil

"The teaching assistant must have some type of lesson tee technique," Mund states. "He should also have playing capabilities. He has to know the limitations of his pupils. Some members will never break 90 and their instruction has to be geared to this. It's a tough job, but I can't think of better preparation for a future head professional."

The shop assistant, particularly at an active club like Midland, has a busy job. He insures a full inventory, does most of the sales work. It is his duty to keep abreast of the coming club events and promote them among the members, and also to publicize the events in Twin Cities newspapers.

Nobody likes to sell merchandise more than Mund, but Wally will not tolerate high pressure salesmanship in his shop. "It doesn't pay," he says. "The members don't like it and neither do I. If they need something, I try to have it on hand for them. If not, I'll order it. But I'm not

going to push something off on the member just for the sake of a sale."

Wally Imports A Princess

Darlene Anderson, State Women's amateur champion and former Aquatennial princess, is Mund's women's sales coordinator. She does much of the ordering and virtually all of the selling to women members. "Darlene is a great girl and the women like her," Wally states. "She has another big advantage. She can go into the locker room for fittings, etc. She has worked out very well." Darlene also narrates the spring style show for women.

Perhaps in no single aspect of the operation, however, does Mund's efficiency scale run higher than in his club storage room. Without a great deal of space, he manages to store 500 sets of clubs. The bags are stacked vertically — singles on the top row, husbands and wives' clubs together on the bottom. The shop boys clean clubs after every round, but their value goes further. By closely observing the condition of each member's clubs and bag, they can detect not only those which need repair, but also those members who are prospective customers for new clubs and bags. It is a great source of business, and Mund has made it pay off for many years.

The shop boys are responsible for the driving range and the practice balls. That's another good area of income. The range is generally busy all day, to the

(Continued on page 68)



Comes a pause in the day's hustle and bustle as Mund steals a few minutes to chat with Ray Paulson (l), golf chairman, and Paul Coates, golf course architect.



**NATURALLY!
GOLF BALLS
ARE
BETTER
WHEN
COVERED
WITH**

**[NATURAL
BALATA]**

You can't see the natural balata in golf balls, but it's there! You can feel it when you take a solid swing. You can hear it in the sweet-sounding "click" when ball and club meet. You can rely on its toughness and resistance to abrasion.

For over 40 years, we've been supplying golf ball manufacturers with this refined and processed rubber-like material. It's competitively priced, steadily available and meets all requirements. Next time you buy golf balls, ask if they're covered with natural balata.



HERMANN WEBER & CO., INC.
76 BEAVER STREET - NEW YORK, N. Y. 10005
Telephone: WHitehall 4-5937

FREE BOOKLET
Tells golfers all there is to know about natural balata. Send for a supply today.





Promote Rainy Day Sales

A Script for A Club Clinic

In the January, 1965, issue of Golfdom (page 44) it was reported that J. B. Harris, the young pro at Elizabeth Manor, puts rainy days to work by lecturing to golfers who will listen to him (he usually has a large audience) on club construction and other interesting matters that pertain to clubs. Harris started this more than a year ago and was surprised and elated at the response to his talks, each of which usually last about an hour. Needless to say, his sales have been stepped up because he has made his members conscious of the difference between good clubs and just clubs.

Recently, Harris consented to write a resume of his club education talk for Golfdom. Everything he says is not included here, but for professionals who may be inclined to follow his lead, the beginning or making of a lecture on clubs is to be found on this and the following page. — Ed.

By J. B. HARRIS

Professional, Elizabeth Manor CC,
Portsmouth, Virginia

A professional should never assume that a person knows very much about golf equipment even if he is a fairly good player or has been playing the game for a long time. And, anytime a pro takes the attitude, "Anything my members want to know about playing equipment, they can ask me," he is probably making a mistake. The trouble is that most golfers don't realize how little they know about clubs. Not knowing what they don't know, it doesn't occur to them to ask questions.

Since turning professional at 18 and teaching a great deal since that time, I have become increasingly interested in finding out how much my customers, members and pupils know about clubs.



Next time you take your shoes off, think of 'Shoe-In.'

Good equipment, when properly taken care of, lasts longer. That's where we come in. We make a product called "Shoe-In" that takes care of golf shoes as nothing else can. Two models. An easy-to-mount one for wall lockers. The other for carrying around. Both do the same jobs. They get shoes up off the floor where they can't get scuffed and dirty . . . where shoes can dry more quickly and efficiently. "Shoe-In" straightens without stretching as interior shoe trees do. They store neatly, too.

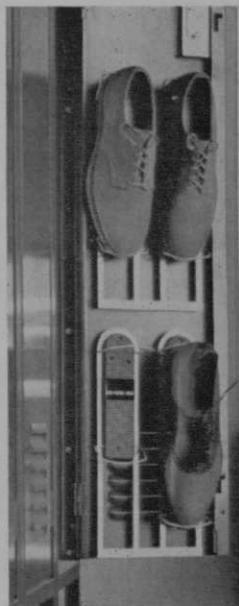
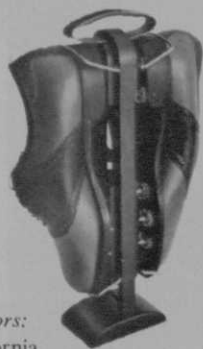
"Shoe-In" adjusts automatically to any shoe size, is lightweight, tough, compact and inexpensive. (Just \$5.00.)

Interested? So stock some. So what if they can't improve the game? They could improve some feet.

You'll find "Shoe-In" through the following distributors:

Curley Bates Co., 860 Stanton Rd., Burlingame, California
Walter Dobson, 5006 Greenville Ave., Dallas, Texas
E. J. Smith & Sons, 1041 Hawthorne Lane, Charlotte, N. Carolina
Metropole Sales Co., 9 E. 19th St., New York, N. Y.
Golf Mart Inc., 31119 Greenfield, Birmingham, Michigan
Great Lakes Golf Ball Co., 4527 S. W. Highway, Oaklawn, Illinois

Manufactured by Allsop Automatic, Inc., P.O. Box 23, Bellingham, Washington



SHOE -IN

Some years ago, after about a third lesson, a beginning golfer became very upset. It took me a little time to find out why this was. It turned out that the starter set I let him use didn't seem right to him. It was, I'll admit, not a matched set, but a collection of miscellaneous clubs I had around the shop. This didn't annoy him because he didn't know enough about clubs to be perturbed by something like this. What bothered him was that no two clubs were the same length.

I was guilty of an oversight in not explaining to him that the clubs in a set aren't the same length. I was so busy teaching him how to swing a club that I forgot about equipment. This led me to think: *How many people learn to play golf without learning anything about the equipment they use in playing?*

You can't read any golf magazine without reading something about how to swing a club. But how often do you read about the equipment with which you play?

So, let's correct this now. Let's go over a few simple things about clubs that every person should know if he is going to play golf. They are so simple, in fact, that nobody ever writes about them —

- Let us compare a golf club to your own leg and foot. Starting with the foot first, the club has a heel, toe and sole. Of course, the shaft is like your leg. You



Demonstrate flex by using your shoe, says Harris.

have heard someone say he has shanked the ball and you might have wondered what he meant. In this case, the ball was struck in the shank or where the shaft goes into the head of the club. This is comparable to where your leg and foot come together. You know now where a ball has been hit if someone says it has been hit on the toe, heel or shanked.

- A topped ball has been hit by what part of the club? With the sole of the club.

- The face of the club strikes the ball. The face is open when turned to the right of target by a righthanded player, and in the opposite direction in the case of a lefthander.

- As you can see, the degree of loft on the shorter shafted clubs is greater, causing the ball, when struck, to go higher and not as far. The less loft a club has, the further the ball will go but as long as there is some loft.

- The length of the shaft, starting with the driver and going down through the sand wedge is shorter, as the degree of

(Continued on page 91)

Assume your audience knows nothing about clubs. Show how loft varies between different clubs.



end
weed-killer
confusion

use

Mecopex
for Greens

Mecopar
for Fairways

Confused by the great variety of weed-killers being offered? No need to be—just spray with:

MECOPEX the weed-killer proven safe for your bent greens (and bent fairways). Especially effective on clover, chickweed, knotweed and plantain.

MECOPAR the new broad-spectrum weed-killer for fairway use (even on blue grasses and bents). Controls common fairway weeds including dandelion, clover, chickweed, knotweed, plantain and many others.

End "weed-killer confusion"—simply apply **MECOPEX** and **MECOPAR** with any standard spraying equipment.



PEACE OF MIND PRODUCTS FROM
MORTON CHEMICAL COMPANY

DIVISION OF MORTON SALT COMPANY

110 NORTH WACKER DRIVE • CHICAGO, ILLINOIS 60606

A onetime pro who made the switch from selling behind the counter to the front side, tells what he would do now if he were to go back and start running a shop operation again

The Picture Becomes Clearer When You Move Out of the Shop

We asked a friend who, a few years ago, resigned from a pro job at a good club to go into pro sales to tell us how his former pro job looks from the selling side of the fence. This article is his answer. He declares that he is still finding out so many new things about pro sales work that he doesn't want his name used because some of his old customers will think he is posing as an expert. He is only a "learner" at this stage, he says. — Ed.

When a man goes from a pro job into his own business of selling to professionals he begins to learn something about the pro golf business.

Ernie Sabayrac, Ren Smith, Ted Longworth, John Mahoney, Ted Woolley and several others were capable ro operators when they worked for clubs, but they are much better businessmen working for themselves. So am I. I have been in business for myself for about five years. If I had known as much when I was at a club as I do now about how to conduct a pro business, I'd still be at a club and making more money.

Ambitious And Lucky

I was ambitious and lucky. I was offered a good territory for a first grade golf bag. That was at a time when one equipment manufacturer was beginning a campaign that made high-priced golf bags a status symbol instead of mere containers for golf clubs. Pros found that if they could say "\$100" or "\$150" without choking when they pointed to a bag, it was bought many times by a guy who couldn't break 120.

To the bag line I added other lines that I had been selling well when I had my own shop.

The first thing I learned is that I had not been a smart purchasing man. I didn't have records in black and white that showed me what my members bought during the year, and would have tipped me off to what I might have done to sell them more. I always put in a fall order for clubs and bags and other important items for spring delivery and waited until spring to order apparel and other items, ordering only enough of these things to carry into June. Re-ordering always was a headache and called for more shipping charges than were necessary.

Careful About Credit Rating

My wife, who helped me run the shop, and I thought we had a good bookkeeping system. We always were careful to keep our credit good. What we didn't do was use our bookkeeping system to tell us in advance what we ought to have in stock. When I think of how much money I could have made and saved by going to a bank and borrowing to finance my opening stock and take advantage of all discounts, I shudder.

I picked up many ideas from GOLFDOM on things other pros had done that made money for them. GOLFDOM'S "Christmas Shopping at your Pro Shop" was the one idea that meant the difference between my wife and myself fending off creditors in the winter, taking a winter vacation and still putting money in the bank.

What the Christmas shopping idea showed me was that people want to spend