

Invitation to the TEE



Left: GF-52



Right: GF-5

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Anyone who has seen Tommy Card's club display at Carolina CC in Raleigh gives it at least a Triple A rating. Card worked and re-worked this corner of the shop to get the effect he wanted when his sales-room was remodelled. (Inset) Here's another eye-catcher. Bags, shoes, shirts, head-covers and occasionally miscellaneous items are displayed just opposite corner in which cash register and ball counter are located. What helps to attract attention here are framed wash drawings of golf scenes.



Take a Tip from Tommy Card

Reclaiming Storage Business First Step in Bringing Shop Back

If you are thinking of attempting to bring back a shop that has been allowed to run down, don't undertake it unless you are overly endowed with patience and endurance, and have sufficient finances to take care of the rent and grocery bill for at least two years. And, don't think that your mere smiling and alert presence in the shop, and eagerness to give the very best in service, is going to automatically influence fallen away members to make an about face and come back with their check books in hand. Some will hold out for a long time.

In a situation where the shop's service has deteriorated, the new professional starts with what amounts to a pair of putts against him. He is faced with the problem of not only re-locating customers, but once having found them, persuading them that things are going to be improved. That isn't easy.

Picture Not Encouraging

You have the word of Tommy Card, professional at Carolina CC, for this. When he came to the Raleigh, N.C. club early in 1962, he found that no more than 75 of more than 500 golf playing members were keeping their clubs in the shop racks. Actual sales based on what Card thought the potential should have been, were in about the same proportion as the club storage patronage. He was to discover that if players store their golfing gear elsewhere, they buy elsewhere.

It was a discouraging picture, but Card, a native of Raleigh who was anxious to come back home after spending the previous seven years at clubs in the Cleveland, O. district, decided he was enough of a plugger to change it.

And, plugging was what it took.

In his first year on the job, Card buttonholed something like 400 male players and nearly 100 women and listened not only to their complaints about the shop, but solicited their suggestions for

improving it. Most agreed that everyone around the club would feel better if the shop were remodeled, both inside and out. The Carolina CC pro quietly encouraged the members to continue thinking this way and repeat this opinion. Before 1962 was out, the pro shop was completely made over. Glassed in on one side, and with a spruce panelled and off-white brick interior, the new shop is as impressive as any to be seen in the Mid-South.

Card's opinion sampling produced overwhelming evidence that members had become disgruntled simply because the previous proprietor of the shop had not kept it adequately stocked and, at the same



Tommy Card (l) had aid of top assistant, Ron Reitz, in getting straightened away at Carolina CC.

time, had permitted his service to slip. The breakdown in service was resented more than the fact that stock was allowed to fall off.

"To be fair to the fellow," says Card, "he didn't have the best facilities in the world to work with. Then, he got interested in another enterprise, and trying to keep two things going at the same time was just too much for him."

With remodeling going on in 1962, Tommy Card could only proceed as fast



Popular Display Creations rack (l) is centerpiece around which Card designed the entire Raleigh shop. (Right) One side of shop is glassed in, serves as backdrop for cap and hat and shoe display.

as space, in which to display equipment and apparel, was made available to him. But by early fall of that year, when the shop was completed, he had built his inventory up to a \$25,000 value and since then it hasn't been allowed to drop much below that figure.

Bringing in a large stock, however, didn't mean success was assured for the Carolina CC shopmaster. It was to take another year, at least, before enough members resumed patronizing the shop to make it a going operation.

Came Back Gradually

"We had to get the club storage business back — or part of the way back — before we could start making money," says Card. "By the end of 1962 I probably had 125 people keeping their clubs in the new racks. I picked up another 75 or 80 in 1963. It should have been more but players who turn away often are slow in coming back. Last year I got another 75 to resume using the cleaning and storage service.

"Maybe 200 is the break-even figure," Card continues. "Whatever it is, I have found out in the last three years that if your golfers carry their clubs around in the trunks of their cars, they are going to buy their equipment and apparel elsewhere. You have to have them coming into the shop and ordering their clubs sent

out to the first tee or you're not going to make it in the pro business."

The storage and cleaning charge at Carolina CC is \$18 per year. Card estimates that it takes the equivalent of one and one-half men to run the rack room during the playing season, which runs to 10 solid months in the Raleigh area, and that he does a little better than break even on the service. But he wouldn't think of increasing storage rates at this time, even if he lost money on them, because the success of his business is so closely tied in with the club service. Then, too, he is still shooting for at least another 100 rack patrons.

Card Designed New Shop

Carolina CC's remodeled shop was designed by Card, who used the familiar Display Creations centerpiece and fashioned his sales room around it. Ten circular, recessed ceiling lamps give an evenly distributed lighting effect to the entire shop while there is a single spot trained on the unusually excellent club and bag display. The walls are panelled for the most part in mahogany-stained spruce with occasional breaks of off-white brick. A two-tone tan carpet extends from wall to wall.

During his three years at the Raleigh club, Card has confined his activities almost entirely to the inside of the shop.

(Continued on page 72)



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CMAA Announces Schedule for Eight Workshops

The Club Managers' Association will again hold three- and four-day workshops in various parts of the country during the summer and early fall. Eight of these conferences are scheduled in addition to a 1961 repeat course on financial management in Pittsburgh (Aug. 23-25), and a 1963 food and beverage repeat course at Cornell University, Ithaca, N.Y. (Aug. 5-7).

Here is the workshop schedule:

East — Cornell University (Statler Hall), Aug. 9-13;

Washington, D.C. (Cosmos Club), Aug. 18-20;

New York (N.Y. University), Sept. 13-15.

Midwest-South — Michigan State U., Lansing (Kellogg Center), Sept. 8-10;

Birmingham, Ala. (Howard College), July 26-28.

Southwest-West-Northwest — Houston, Tex. (U. of Houston), July 19-21;

San Francisco (San Francisco Hilton), Sept. 22-24;

Spokane, Wash. (Spokane Club), Oct. 4-6.

GCSA to Move Offices to Illinois This Month

L. R. (Bob) Shields, Jr., president of the GCSA, has announced that the association's main office will be moved to Des Plaines, Ill., this month.

The new address will be 3158 Des Plaines ave., Des Plaines, Ill., 60018, and the telephone number will be (312) 824-6147, after July 1.

Shields said the present office in Jacksonville Beach, Fla., will officially cease operations on June 15. Operations will be resumed in Des Plaines on or before July 1.

The decision to move the office was made during the GCSA conference and show in Cleveland last February.

The new office is located in the O'Hare Office Center and the leased space is approximately 2,200 square feet. The Center is five minutes from Chicago's O'Hare International Airport and 20 minutes from the Chicago Loop.

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James R. Coson, president Buckner Industries (center) presents Major Frederick Bove (l), president and David Mastroleo, vp of the Southern California GCSA, Buckner Trophy for annual competition between two-men teams of supts. and their guests. First Four-Ball for the Buckner Trophy will be played at Brentwood CC, July 12. Bove is supt. at Brentwood.

Women's Open to Be Telecast for First Time

The United States Women's Open Championship will be telecast nationally this year for the first time, the USGA and National Broadcasting Company have announced.

NBC will telecast the final round of the Championship live from Atlantic City CC, Northfield, N.J., from 4 to 5 p.m., EDT, on July 4.

The 13th Women's Open of the USGA will be played July 1-4 at 72 holes stroke play. The defender is Mickey Wright, who won the Championship for a record fourth time last summer at the San Diego CC, Chula Vista, Calif., in an 18-hole play-off with Ruth Jessen.

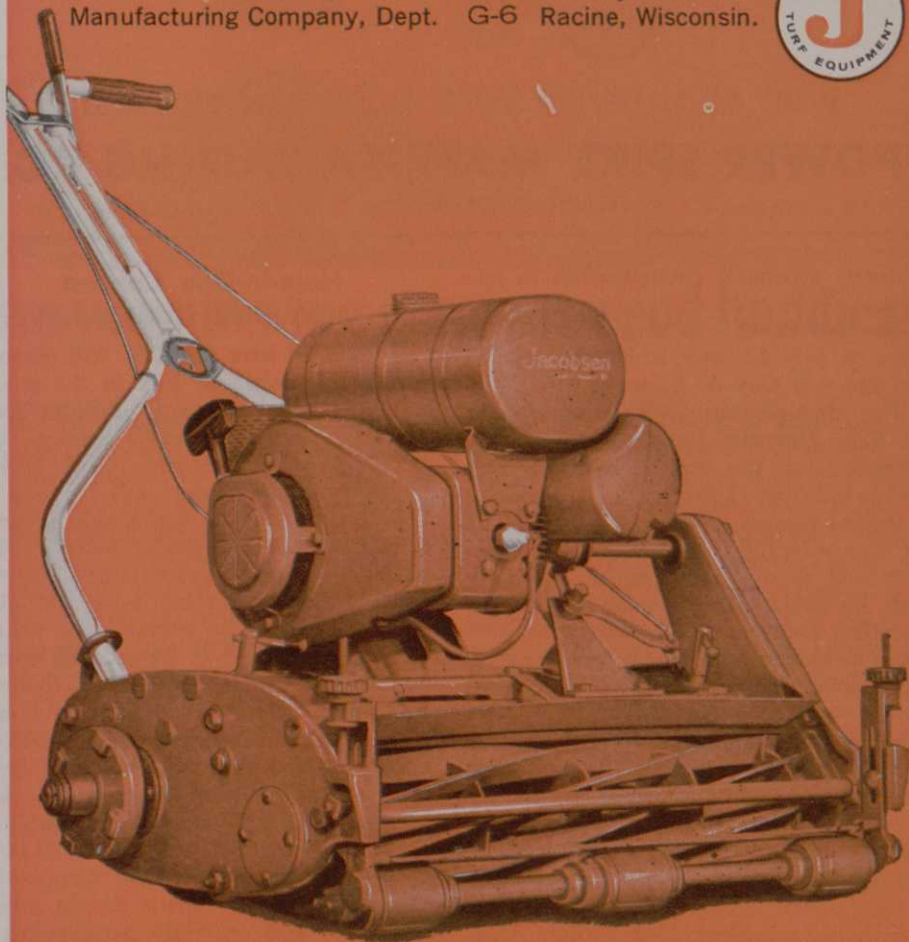
Miss Wright seeks to become the first five-time winner of a U.S. national open championship.

Kids Themselves Plan, Run 54-Hole Junior Tourney

Bruce Morrison, 16-year-old Melrose, Mass., high school student and club champion at Melrose's testing 9-hole Bellevue CC, is the originator of a 54-hole medal play tournament to which 30 of the best Junior boy golfers in the Bay State area have been invited. Two more will win places for finishing one-two in the Mass-

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achusetts scholastic championship in late June.

The new event will be played over 18 holes on July 22 after which the low 20 and ties will play 36 holes on July 23.

The championship will be known as the Babe Doucette Junior Championship, memorializing the pro at Bellevue who died in February, 1964.

Invited players are from 15 to 19. The list was compiled by Morrison, a classmate and fellow Junior golfer and Kenneth Kotowski, Mass. Junior golfer now attending Dartmouth. The selections were made on the basis of results in Massachusetts Junior tournaments of the past three years.

Frank Lottridge, golf chairman at Bellevue GC, and other Bellevue officials and members are enthusiastically backing the tourney, but it is the youngsters who have planned and are running every detail of the championship.

Joe Looney, Boston Herald, golf writer and former president, Golf Writers Assn., also has been helping the kids. Looney says he is greatly impressed by the way in which the affair has been set up.

Hole-in-One Contest To Be Held During July

Golfers all over the U.S. will compete during the month of July in the second annual National Hole-in-One contest sponsored by United Voluntary Services, 218 Tilton Ave., San Mateo, Calif. 94401. Funds from the contest will be used by UVS to continue its nationwide program of Swing Club activities at Veterans Hospitals and Armed Forces installations.

All golfers (including boys and girls) can compete in the contest. The contest will be conducted in 34 sections corresponding to the sections of the national PGA, with a trophy awarded in each area. A national champion will be selected from sectional winners. Pros will designate a par 3 hole of at least 110 yards long at their courses as the contest hole. Each contestant will contribute \$1.00 to UVS for each shot in the competition. Such shots may be made during regular rounds of golf or while participating in club tourneys, special events, or any type of organized competition.