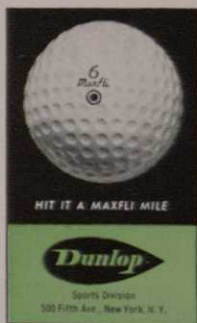


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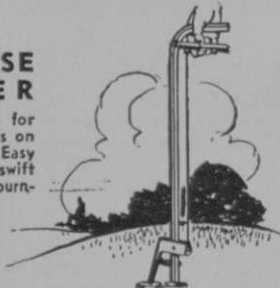
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## Reclaiming Shop Business

(Continued from page 54)

"When the remodeling was going on," he says, "I found that I just couldn't break away. During this time I constantly kept changing the shop layout and I became more fascinated than ever with the many facets of display and merchandising. I must have tinkered with that club and bag setup for two months before I was satisfied with the way it looked.

"And during this time and for two years thereafter," Card adds, "I thought it expedient to go on doing my missionary work among the members. They had to be reconverted or I was going to have to look for a new spot."

### Where Assistant Comes In

Caught up in tasks such as these, a pro can chase around in circles for 16 hours a day, seven days a week, and still end up without coming close to doing what he has set out to do. This is where a topgrade assistant has to come in to spell the professional. Card has one in Ron Reitz, who was with him at Hawthorne Valley in Cleveland. Reitz not only has a flair for merchandising, but is an accomplished instructor. He handles approximately 80 per cent of the teaching assignments at Carolina CC and directs a Junior program that Card contends is the equal of anything to be found in the Carolinas. Reitz also coaches the St. Marys College women's golf team and conducts classes during the winter months at a Raleigh YMCA.

Running a pro shop, according to Card, doesn't stop with providing the best in service and a complete stock of merchandise that is displayed in a way that many members at Carolina CC and beyond describe as dazzling. "You have to sell the stuff after you get it," Card states flatly. So, this calls for some attention to salesmanship, because in the Raleigh pro's estimation, hardly a single piece of merchandise goes over the counter or off the racks unless someone figures out a way to sell it.

Salesmanship, Card remarks, consists for the most part in knowing the customers, what they will buy and when it takes

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that little push to get them to reach into their billfolds.

"The assistant pro, myself and my wife, who oversees the bookkeeping, does some buying and handles women sales, get together every week for a sales conference," says Card. "It's something that is rarely cancelled or postponed. We do some talking behind the golfers' backs because it is important for all of us to know just how different people react. Some of our members are browsers who resent suggestions from us; others are waiting for us to sell them something. It's important for a pro sales staff to get together frequently and decide which of the two classifications different players fall into. It's all a part of what I call alert merchandising. We need plenty of this in our business."

Western Golf Association has cut handicap requirements by two strokes to 73 for its 63rd Western Amateur. This was done so that this year's field will not be too large. The tournament will be played July 28-Aug. 1 at Point O' Woods CC, Benton Harbor, Mich.

## Where Ingenuity Counts

*(Continued from page 46)*

customer alike are the 18 foot counter for sales transactions, blue-green nylon carpeting and nine tinted windows for easy viewing on incoming and outgoing holes.

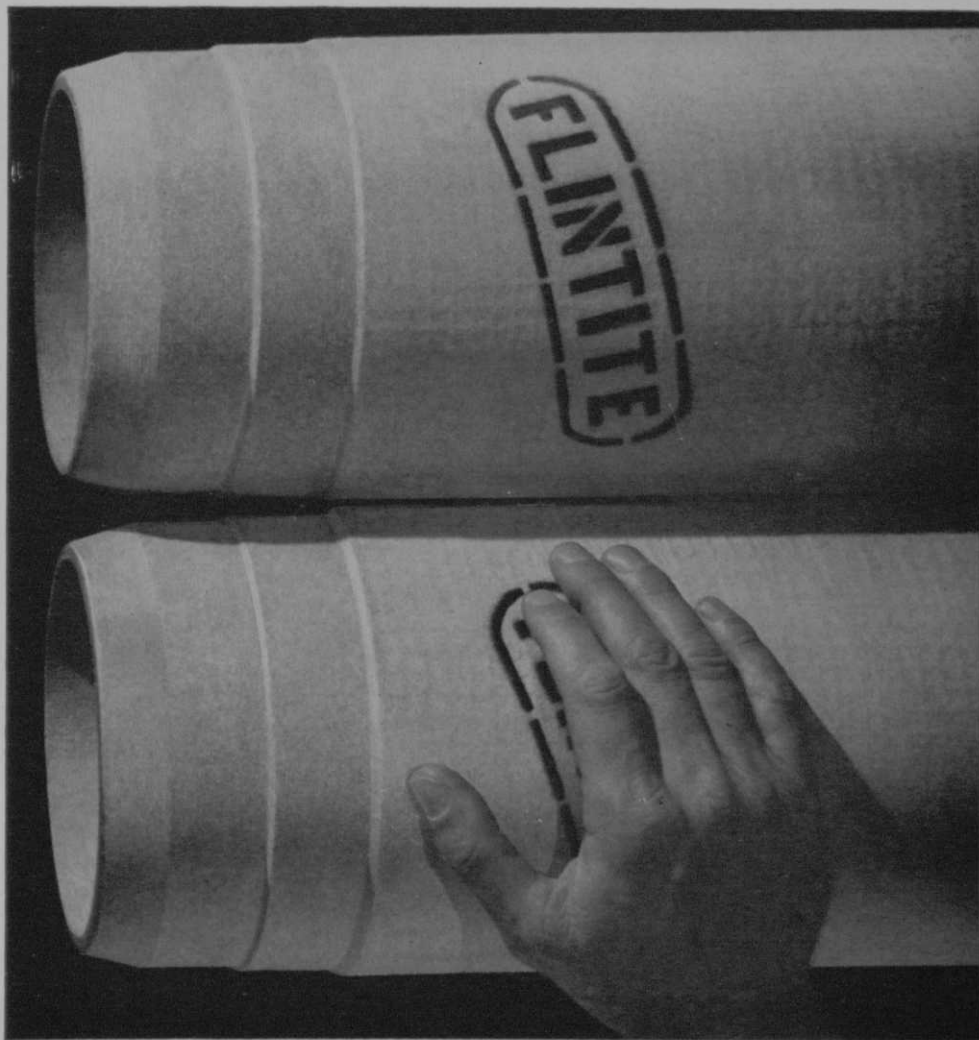
### Stripped-In Alarm

Each window is lined with strips of aluminum foil, which when broken, sets off a burglar alarm at the police station.

The old pro shop, built in 1926, was a 25 x 21-foot closet which may have been adequate in that early era. The outside was constructed of unsightly red brick.

When plans for the new shop were discussed, it was decided to tear down the wall at one end of the old building and add 26 additional feet. The outside brick was removed and replaced with modern looking, rough sawed vertical Cedar siding.

The Madison shop is one of four new ones built within the last five years by the Peoria park system.



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## Flood Hits Courses

*(Continued from page 24)*

was to make its final decisions at a meeting on the island June 2.)

### Re-Seeding Estimate

How much seed will be needed for the 5800-yard, par 70 course? Plambeck estimated (and emphasized that this is only a preliminary figure based on incomplete inspection) that the greens may need about 350 pounds of Pencross seed and perhaps \$3,000 worth of seed for the fairways. He estimated an overall cost of \$10,000 for seed and materials only—not counting labor—but re-emphasized that this, too, cannot be considered final or accurate.

The regular crew of six men was used for the work along with extra employees who were brought in for the initial cleanup.

After the remodeling and re-seeding is finished, time will be needed for the seed to germinate — plus more time for the stands of turf to thicken and fill out. How long before Credit Island course will be

back in play again?

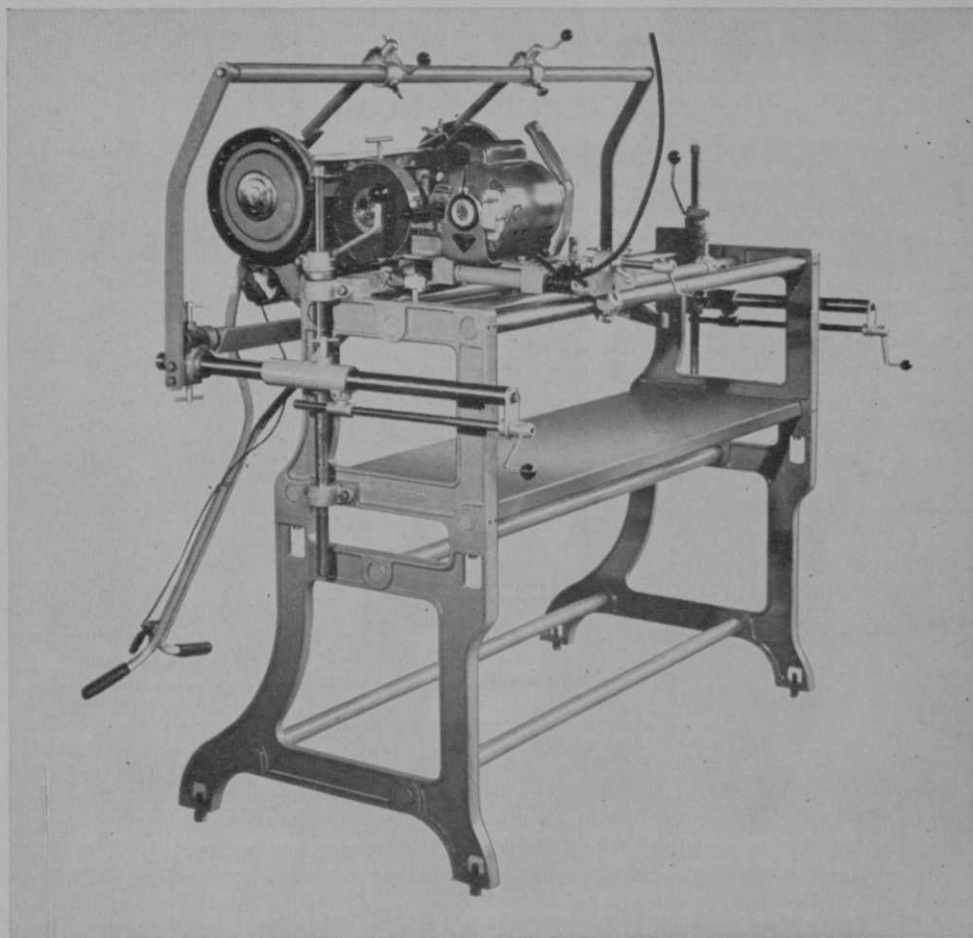
Says the head pro, Bob Fry: "I don't think it will be opened at all this year."

Says Emil Plambeck, a man who has witnessed the ravaging aspects of flood and the healing effects of nature many times in his 17 years with the park board, "I have found that steady work and steady plodding get things done."

How does the loss of Credit Island for the current season affect Davenport's public links setup?

Credit Island (in operation since 1921) is a flat course, usually open from April 15 to Jan. 1. It is a good teaching course and is well patronized by "Golden Agers" — 2,526 rounds were played there in 1964 by golfers 65 and older. (Plus 36,485 regular and 2,810 junior rounds for a '64 total of 41,821.) Eighteen-hole fees are 60 cents for juniors and elders and \$1.50 for regulars.

According to Bob Peebles, assistant pro, whose usual assignment is Credit Island, many older people who play there three and four times a week find both Duck Creek and Emeis too hilly and



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tiring and the \$6 golf cart rental too expensive.

Though Fry, Peeples and Johnson will teach as much as possible, there will be a definite loss in total lesson revenue with only two courses going in 1965.

### Reservations Shifted

Season reservations made at Credit Island have had to be shifted to the other two courses. Dean Johnson says that last year at Duck Creek, reservations ran until 2 p.m. on Saturdays, while this season they run until 4 p.m. (with players starting six minutes apart).

Golfers begin coming to Duck Creek at 5:30 a.m. on weekdays and play until dark, so working hours for course personnel literally stretch from daylight to late evening.

Now, with only two courses playable, Bob Peeples cites a recent Saturday at Emeis with a record crowd of 370 — 40 or 50 more than any previous high. Dean Johnson says a weekday record was set at Duck Creek on a Monday in mid-May. A total of 333 Juniors were out that day.

The Arsenal GC's flood experience was somewhat different than that of Credit Island's—just as the club itself is a different type of organization. Built in 1893, it is one of the oldest private clubs west of Chicago and is located on government property. The island is headquarters for the Army Weapons Command, the Rock Island Arsenal and the district Corps of Engineers. One of the club's unique possessions is its lease, issued by President Taft.

Arsenal pro, Ike Cheyes, had a rather rueful smile on his face when he said the subtitle for this section should be, "They just put in watered fairways." Yes, they did—all new this year.

### "Low" 9 Hard Hit

The course began getting natural — but unwanted — watering about April 15, when seepage from backed-up storm drains and the flood water curving around the "low 9" began showing up on holes Nos. 1 and 8. (Actually, the "low 9" on the river side of the course had to be closed five days earlier.) There was still



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some water left May 13, though it was expected to be completely gone within ten days.

The "high 9" was closed also for about 10 days at the height of the flood crisis while the dikes were being sandbagged at the lower end of the course. (They had been piled for a crest of 19 to 21 feet.) Fortunately, everything held and the course was not subjected to washing and swift, eroding currents as was Credit Island.

### Tees Destroyed

The aftermath is bad enough, however. Cheves says there is rot-out on 50 per cent of the fairways and two of the greens on the "low 9." Most of the tees have been completely destroyed.

The roadways were damaged by water, though not washed out. There was water in the basement of the clubhouse where Cheves has his office and storage space, but he reports no loss of merchandise.

Though the course was still too wet (May 21) for a close inspection tour, Cheves thinks rehabilitation will have to include re-seeding of all tees and greens that were lost, as well as re-seeding of the fairways. He makes a rough, minimum estimate of \$25,000 for materials and labor to do the job.

Course personnel hope to have the "low 9" open for play, though not under ideal conditions, by July 1. In the meantime, all special events are canceled until further notice. Ladies' Days have been canceled, except for nine holes only. No club handicaps are being used at the present time. Club championships and special events, originally scheduled for July, may not be much affected.

There will be probably 50 per cent less revenue from the pro shop because the buying half of the season — March, April, May and part of June — has been lost. Golf car rental has been practically nil.

In the meantime, until conditions get back to normal, Rock Island Arsenal Golf Club has two unique distinctions. Pro Ike Cheves says it is probably the only 9-hole course he knows with 40 brand new golf cars. And there's station wagon shuttle service from the clubhouse to the 9th hole — where Arsenal golfers start out these days!