



At Lakewood CC., New Orleans, Dr. Marvin Ferguson, left, discusses management practices with Supt. Reese Coltrane. Below, rain shelter and rest station is conveniently located near three greens on course. Note flags: left, No. 2; center, No. 12 and right, No. 15.



One of the best operated municipal courses we have visited is at Port Arthur, Texas. When the Sabine-Neches Waterway was cut, the soil from the site adjacent to the course was used in making a rolling golf course on flat land. Holding the management reins at Pleasure Island Golf Course here, is popular Johnny Barlow, pro-superintendent. With 30 years' golf experience, Johnny built one course at Beaumont all the way, and well remembers growing up in golf at Beaumont watching the great Babe Didrickson.

The 18-hole Pleasure Island course is of average length. The silt from the canal plus management has grown good fairway grasses. The greens in T-328 are reported by players to be among the best for putting. Several players donate their services to help Johnny maintain this picturesque golf course where up to 300 rounds are played on summer Sundays.

Early rising Dick Tarleton is apparently drawing his share of golfers to his course in Biloxi, Mississippi, as superintendent at Edgewater Gulf Hotel and Country Club. Dick puts to work his enthusiasm for growing superior turf

Continued on next page



Pro-superintendent Johnny Barlow, left, gets free assistance from player Ernest Freidl, at the Pleasure Island Golf Course, (Municipal) Port Arthur, Texas. Freidl reported for work around 6:30 am and will start work at his regular job with an oil refinery there at 2 pm.



Dick Tarleton, Supt. Edgewater Gulf Hotel and CC, Biloxi, Miss., and assistant behind him wait for these early morning visitors to leave before starting work.

SMOOTH GREENS

Continued from previous page

grasses. Last Fall he overseeded the T-328 greens to a mixture of Rye, Highland bent and *Poa Trivialis*, which proved to be a fine putting surface.

On our visit, May 11, the overseeding was almost entirely gone with Bermuda taking over. Tarleton's work on a smaller course in the Mississippi Delta provided a valuable experience for him in the management of larger courses to come. Two old courses and one under construction are located in Biloxi. Golfing tourists flock here by the thousands

and enjoy in the meantime looking at one of the world's most beautiful waterfront drives, on the Gulf of Mexico.

Claydon Attridge in his long experience at Pensacola Country Club has virtually built the golf course. The course in May was well groomed and showed no bad effect from the traffic of the Pensacola Open played a few weeks before. J. B. Collins, the superintendent, has done a particularly good job on traps. As with many of the older courses, *Poa annua* has increased in the turf and Claydon says he has learned to live with it and really does not object too much to its presence. The large trees throughout the course help to make it one of the most scenic of the deep south.

The uniformly smooth transition from winter grass overseeding to the summer Bermuda was a feature of all the courses visited. They lie more or less in the same geographical latitude and there's no problem of the spotty reappearance of Bermuda, due to some of it dying out in winter, as is experienced on many courses in the Mid South. •



Golf Professional Claydon Attridge, right, and Supt. J. B. Collins, Pensacola CC, Pensacola, Florida, agree that the greens do not show any adverse effect from the heavy traffic during the recent Pensacola Open.

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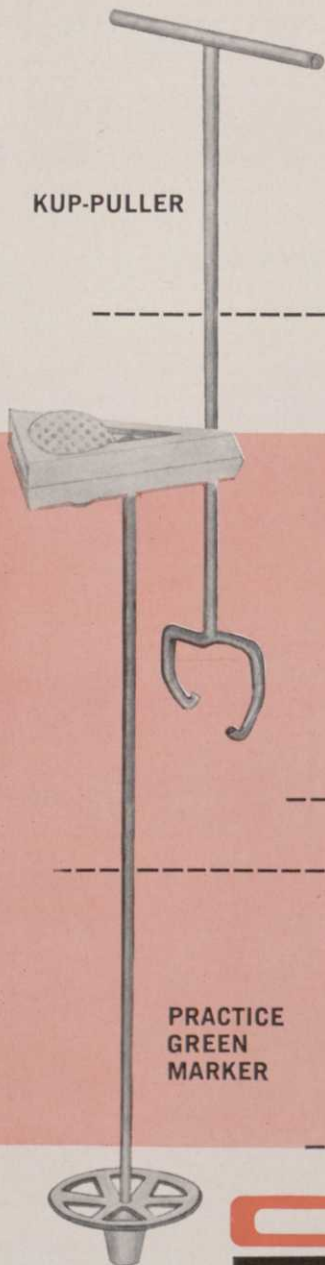
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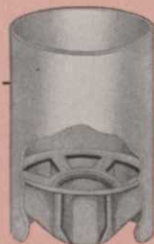


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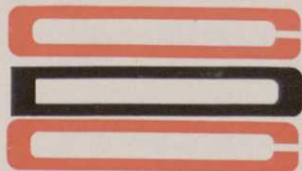
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Douglas C. Louis

An ailing young club gets well

Imaginative and creative thinking, plus cooperation, turns the trick for a Long Island layout.

By HAROLD M. FARKAS

Taking a 96-pound weakling golf property and building it into a healthy country club is the feat that has been accomplished by Douglas Louis in two years as general manager of the Muttontown Golf and Country Club at East Norwich, Long Island.

When Louis was called in at Muttontown at the beginning of the 1964 season, he found the club operating at only 65 per cent of its planned capacity of 250 members, with the restaurant, bar and grill showing an annual loss of \$25,000. Today the membership is at capacity and the deficit on food and drink has turned into \$30,000 profit.

How did Louis do it? Well, not with mirrors. He simply used imagination and creativeness. Without resorting to magic, he raised rather than lowered standards, and a membership that cost \$4,500 in 1962 now costs \$6,500, plus annual dues of \$1,100. He thinks that other clubs that have been finding the going tough might benefit by following his leads.

"When I first came to Muttontown," he told GOLFDOM, "the membership was not only far short of capacity, but it was falling off. There was a marked lack of communication between the club and the members, maintenance was dragging and service was limited.

"We had to member up fast. Fortunately, Leonard Braun, who was presi-

dent of the club from 1963 through 1965, gave me his full support. I must add that Nathan Hirschberg, the new president, continues that policy."

Before Louis came to Muttontown, the club solicited members through newspaper advertising and promotional gimmicks. "I don't approve of these methods. They're cheapening. We drew our prospects through personal recommendation and word-of-mouth publicity. We screened prospective members carefully. We invited them to the club for the day to golf, swim, dine, and meet our members at cocktail parties."

Louis stepped up the social programs, opened channels of communication and stressed the advantages of family membership. Muttontown had been planned as a family club, but to most of the members at the time togetherness was just a word dreamed up by somebody in an ivory tower.

Before Louis did anything about that or correcting other shortcomings, he studied Muttontown's brief history and physical characteristics. The potentials were enormous, he decided; they offered a challenge that could be met.

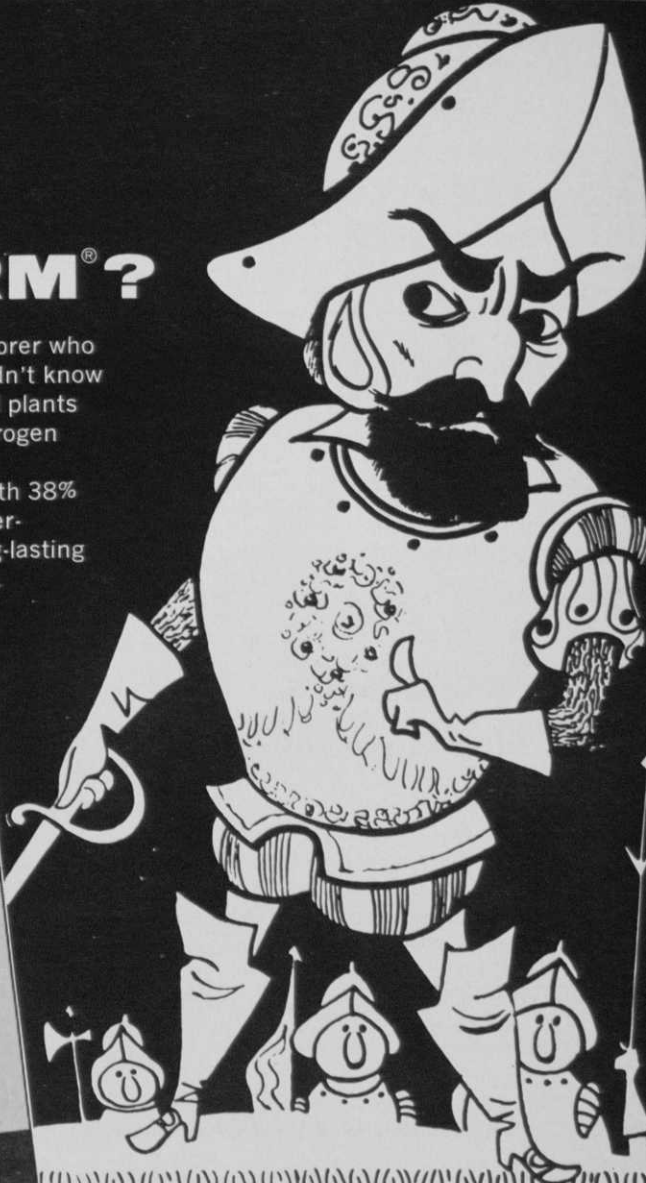
The property—120 acres of rolling, wooded countryside in the fashionable North Shore section of Long Island—had been acquired in 1961 by real estate developers Louis Goldberg and Robert

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Nathan Hirschberg, president of Muttontown, and his wife, left. Louis says cooperation of Hirschberg and former president Leonard Braun is key factor in success of club.

AILING YOUNG CLUB

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Leibovitz from the estate of Herbert Brokaw, a wealthy clothing manufacturer. Goldberg and Leibovitz built a club and leased it to members with an option for purchase. The real estate men laid out an 18-hole golf course, tennis courts and built a swimming pool. In 1965 the members exercised their purchase rights.

The sale included a 44-room, red-brick Georgian mansion that had been Brokaw's home. It was turned into a clubhouse. A six-car garage was converted into a poolhouse with dressing rooms and snack bar adjoining the 60 x 100 foot pool.

After thoroughly familiarizing himself with the setup, Louis put his program on paper and the officers responded with a fast "We'll buy that!" They were particularly impressed by his big selling point: "It's just as expensive to operate a club with limited membership as it is to run one at full capacity—probably more so."

Everything that Louis did to attract new members was the result of much thought. His club stationery and printing reflected dignity. His letters were phrased so that the prospects felt they were being extended a privilege rather than being subjected to a selling pitch. The letters went to families recommended by members and there were also personal phone calls that were not of the pressure type.

Louis came to Muttontown in 1964. He had been with Restaurant Associates

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Novelty is keynote of Muttontown's tourneys. In one, butler serves champagne out on course.



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When Louis came to Muttontown, it was "daddy's domain" only. Now it is a family fun center.

AILING YOUNG CLUB

Continued from page 46

in the first year of the New York World's Fair and his background also included posts with the Melbourne Cricket Club in Australia, the Bahamian Club in the West Indies, the U. S. Officers Club at Mitchel Field, L. I., and the night club aboard the S. S. America. He also owned and operated the Colony Club in Sarasota, Fla., and the Four-Forty Club in New York.

One of the first things he had observed was that wives and children of Muttontown members felt the club was strictly daddy's domain; off-limits except on special occasions. Investigating further, he found this was caused by lack of communication. He overcame this by putting out an informal, chatty newsletter every two weeks slanted strongly toward family fun.

Louis invited members' wives to participate in the club's social activities. "Get the gals on your side," says Louis, "and encourage and work with the 'leaders' in their ranks, and half the battle is won."

Besides the newsletter, Louis also sends out to members a monthly calendar of events, and has set up a bulletin board in the clubhouse foyer.

The newsletter carries congratulatory notices of birthdays, anniversaries and other red-letter occasions. There were—and are—parties and receptions galore: card games, formal and informal dances, barbecues, engagement showers, weddings and confirmation receptions, birthdays and sweet sixteen parties, big dress-up balls for New Year's Eve, Memorial Day, July 4th and Labor Day. The families were convinced that Muttontown cared.

The small fry and teen-agers got the message, too. Louis arranged for them to join in many of the activities—golf, tennis, swimming and social events.

For the kids, he started an arts and crafts center in the poolhouse. He had an area roped off in the shallow end of the pool for children to wade in or take swimming lessons, with an instructor and lifeguard on the job. When a child of 12 or older showed talent with a club or racket, he was permitted to join his parents on the links or tennis courts.

For the teenagers, there is a room in the poolhouse equipped with a juke box, handball courts, table tennis and a snackbar. During the off-season there are back-to-college, Halloween dances and a Christmas party.

Unappetizing dishes had affected din-

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AS TOLD TO A. EARLE SCHLAX
By DAVE LIVIE
Professional, Shaker Heights CC

Golf professionals have a tendency to slight the merchandising end of their profession due in most instances to slow returns, a heavy playing or instruction schedule, or the feeling that too much attention paid to the shop and store has a tendency to encourage animosity on the part of the members toward what they consider the professional's sideline.

The latter instance can be easily dismissed, for the professional in this case is too conscientious and in time will realize that his store and its upkeep is as much a part of his value to the club as is his teaching. His receipts should be a clear indication as to what the members think of his so-called sideline.

Playing professionals or professionals with a heavy instruction schedule cannot possibly give a great deal of time to merchandising their stock but by carrying a complete line of golfers' supplies and placing their store in competent hands, this obstacle can be overcome. If thought reveals that the returns are slow for the amount of stock carried, then certain progressive merchandising methods must be brought into play.

The methods I have used to successfully build up my merchandise sales I would not view as much from a progressive angle as a common sense angle. I say common sense angle because any professional since the game started who successfully retailed golf supplies used the same methods and they are only

progressive in that they are up-to-date.

Four cardinal points in regard to sales which if observed by the professional will increase his returns on stock 10 to 30 per cent, in the order of their importance, are:

Personal service.

Complete stock of high grade golf supplies.

Proper display.

Neatness.

Personal Service Foremost

Personal service is the greatest selling point a professional has at his command. He expects to give it to dispose of his stock and the members of his club expect it from him. Many a time I have found that this service is slow pay but in time it starts to pay dividends in roundabout and unexpected ways and as long as there is that possibility, the professional should always be ready to give it.

The first service of every professional in connection with the disposal of his merchandise is to show every member of the club he comes in contact with that he is interested in seeing that he or she gets the right kind of service in selecting clubs. This being done to discourage buying in downtown department stores which in most cases fail to consider the purchaser except from a sales angle. The professional takes build and style of play into consideration and tries

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