



—Ruskauff photo

Joe Robinson's spacious office is closed off in den-like fashion for comfort and better business transactions.

now are shopping in pro shops. These items, and the major stock of the shop also show plainly how the businessman in professional golf has become a successful specialty shop operator after having been rather pushed into that business by his sort of select customers.

#### Back of Shop Innovations

The back of the shop has many noteworthy features.

Note the illustrations, especially the new plan for golf bag storage. It's an upright storage, much as the method most pros use in display of golf clubs—rather than the wall-pocket or mail-box idea.

This plan of storage makes it possible to store nearly twice as many bags in an equal amount of space.

It also minimizes bag damage, which constantly has plagued members and golf pros who use the customary method of flat, mail-pocket storage procedure. There is no scraping of the plastic, fibre or leather material. And the bags are more easily handled by the shop assistant.

Between the two storage areas for bags and carts is the shop manager's office, the receiving room with inlet window, and a flanking window to the caddy contact area.

The repair bench, partitioned from the main store area by a huge two-way plate-glass window, is located between the bag and cart storage stalls and the office, thus enabling one shopman to handle repair work, storage of incoming and outgoing clubs and the store itself with full vision.

Another progressive thought is Joe's window inlet from the caddy room, which serves as bag entrance after the round is over. There is a wash basin in the caddy area, and the caddy himself is charged with cleaning the clubs he has carried

before he returns them to the pro shop for storage. He is asked also to report any needed repair both to clubs or bag.

This allows the incoming caddy sufficient time to clean the clubs adequately, the member and shop assistants time to arrange for the caddy's payment, and the shop personnel to check on the caddies as to interest and ability.

All down the line—members, guests, employees—the changes have been greeted with enthusiasm. It's the modern trend of the progressive businessman — increase your shop turnover efficiently and courteously, and you will not only have a better chance for more satisfied customers but more net profit.

#### Hopkins International Set for Washington in June

JOHN Jay Hopkins, founder and president of the International Golf Assn., is moving the competition for the International trophy and the Canada Cup to the United States for the first time in the three years of the matches.

Hopkins and Wm. J. Hannon, pres., Columbia CC, Washington, D. C. have announced that the matches will be played at Columbia June 9-12.

The first two competitions have been played in Montreal. Twenty-six countries each sent two of their star pros to play in the 1954 event for the Canada Cup. Australia, represented by Peter Thomson and Ken Nagle, won that one. Snead and Demaret as the U. S. team were third. Argentina won the 1953 Canada Cup contest. The Hopkins International trophy makes its debut this year.

Hopkins, one of the foremost industrialists of the U. S. and Canada, is in golf strong for its international goodwill promotion possibilities. As head of Convaire, among his numerous other interests, Hopkins also is angel for the San Diego Open.

#### Green Section Kept Busy

An indication of the tremendous service of the USGA Green Section appeared in the USGA annual report showing that in 1954 Green Sectional regional chiefs had made 438 consultation trips to courses, written reports on examinations of 365 courses, conducted 49 group meetings and attended 40 regional and national conferences.