

Atkins Boys Are Pro Star Service Team

By JAWN HELLER

DOWN amidst the rolling golfing country of Piedmont, Carolina, at the Sedgefield Country Club, which is a feature of the popular Sedgefield resort, near Greensboro, N. C., they have a rather unusual and interesting arrangement as regards their professionals.

It is not altogether in the fact that the club has two full-fledged professionals, or rather co-professionals, of equal standing and responsibility, in addition to assistants and shop personnel, that the unusualness of the arrangement lies. Of greater interest in the situation, perhaps, is that the Sedgefield co-professionals are brothers, both above and "under their skins," as well as brothers in vocation. Also, though not entirely pertinent to the point of the discussion, like one of Kipling's rather colorful characters, their name in Atkins—not Tommy, if you please, but Herman and Ramon, respectively.

In installing the Atkins brothers in their professional shop, the Sedgefield Country Club wished to try out a particular experiment, an experiment which can be said to have worked out a hundred per cent satisfactorily. What the club sought was a professional partnership that, first of all, would be made up of professionals in the real sense of the word, that is, bang-up instructors and clubmakers, and at the same time a combination that could satisfactorily attend to the business end of the shop and be on the job at all times to see that the shop was running smoothly.

Too often a good professional has lost caste in the good graces of the board of directors, not as the result of any outright flagrancy upon his part, but merely because, unlike the geni of the fairy books,

he could not be about umpteen different places at the same time. A good assistant is invaluable, but he does not fill the bill when, for instance, the pro himself is wanted to give Mrs. Smith a lesson, play a round with Bill Jones, explain about John Brown's broken shaft, show Mr. Whoosis that new matched set, see that O. U. Grouch's score is applied to his handicap rating, or any one of almost innumerable demands which he is often expected to attend to all at one and the same identical moment. Unfortunately for the career and reputation of many a good man, it just simply "can't be did."

Split the Work

Now, here is where the Atkins brothers have provided a most happy combination at the Sedgefield club. Partners and both fully qualified professionals, one of them is always in the shop to keep the wheels moving and the machinery running smoothly while the other may be accomplishing similar things on the outside.

The Atkins brothers have been holding down the co-professional position at the Sedgefield club for a year, and during this time the excellent results of such an arrangement have become very evident, with benefits both to themselves and the club as a whole. One phase of the arrangement worthy of notice is the good results obtained in lessons and instruction. Naturally good instructors, the opportunity to concentrate to the fullest while giving a lesson, without worrying, subconsciously or otherwise, about what may be going on in the shop has enabled the Atkins brothers to retain a name for themselves as teachers of the Ancient and Honorable game. This, of course, works both ways, and goes a long



On the left, Herman; the right, Ramon. The Atkins brothers who rate four stars as Sedgefield's pros.



Sedgefield's pro shop is an inviting place to loaf and talk golf—AND TO BUY!

way toward making better players and increased interest among the club's golfing membership.

Another angle to the situation is that of the satisfied customer. A satisfied customer is worth as much to the golf shop as he is to any other line of business, and an arrangement which can allow for an efficient oversight of the club-making and club-cleaning departments, attention to shop atmosphere, and maintenance of an attractive merchandizing plant, coupled with a modern filing and business system, is one that is certain to bring results.

Shop Specially Designed

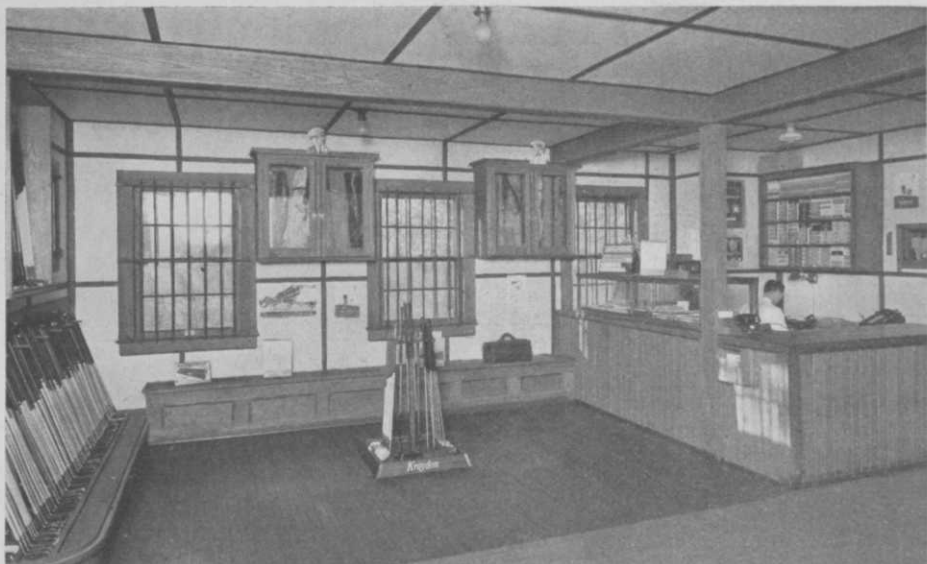
In this connection it may be pointed out that the equipment and arrangement of the shop, and the business management policy adhered to, may be favorably compared to any golf shop anywhere. The shop is fortunate in that it was completely designed by an architect for this purpose, thus making for greatest attractiveness and the minimum of waste space. The office and display room are separate from the work room. Following a policy of keeping goods of quality only, these are shown to advantage in six display cases, including wall glass cases, built-in display stands for clubs, and several floor display stands. On the wall is a large glass enclosed bulletin board. A large inviting fireplace, library table containing a number of golf and general periodicals, office desk

and files, and attractive wall and mantel ornaments complete the display room interior.

In the work room, which opens from the display and office room, are racks for about 300 bags against one wall. The racks are numbered with metal tags, as are all golf bags, and there is also a stand to receive sets to be cleaned. The list for the regular "club cleaning" service is of the Kardex type, and contains removable slides for name plates so that it can be kept up to date at all times. On the opposite side of the room from the club racks are the work benches and club cleaning machines.

Three sets of books in conjunction with modern filing systems enable the professionals to keep an accurate check on their business. A card index system is used to check all stock, inventory being taken at a definite period and recorded on these cards. Additional stock purchased is entered in its proper place, and each week all stock sold during the past week is recorded. The card system provides places for "inventory," "goods purchased" and "goods sold," which enables a check of stock easily at any time.

The club member charging goods signs a form, which at the end of the day is filed, and regularly these forms are taken out and entered on a loose leaf ledger. At the same time they are checked to show that they have been entered, and refilled in



Here's another view of the trim and business-like shop of the Atkins boys at Sedgefield.

another cabinet, from which they are taken and destroyed when the account is paid. In signing for anything there can be no later complaint as to the correctness of the charge.

A day book is used for every transaction, cash or charge, as a double check and a permanent record. Another fine system is the "daily record of business," from which can be seen what departments are gaining or losing and the remedy supplied. The daily record carries the following items: balls, new clubs, lessons, repairs, tees, bags, apparel, old clubs, miscellaneous, club rental, care of clubs and shafts.

Know Where They Stand

From these systems a very accurate percentage of

profits is determined, and the gross and net business of the shop become a matter of knowledge and not guess work. These systems are not complicated, but quite simple, and only require about a half hour at the end of each day to operate. The office is equipped with every modern machine that could be used to advantage.

At regular intervals the entire membership of the club are mailed circular letters or special literature, which keeps them in touch with the professional's shop and any new developments. This personal touch has been found invaluable in helping boost sales and making friends.

That is the story — the story of how the Sedgefield Country club has tried and



The entrance to the golf shop at Sedgefield with the Atkins brothers, Albert Gossett, veteran caddie-master, and the shop assistant, on the porch.

proved to its own satisfaction the value of a co-professional arrangement assuring the skillful hand of a real skipper at the kantankerous helm of the shop at all times, and that therewith provides all the essentials of an efficient and business-like administration.

That the members to the Sedgefield co-professional arrangement happen to be brothers is noteworthy in the unusualness of the situation and, what is more important, as it bears in one more particular upon an efficient partnership.

Lauds Pro in Verse

Likewise that these brothers bear the name of Atkins presents yet another happy omen just now to the spinner of this true tale, in that having misquoted Kipling once, it allows him to do so again and close the story with the following brief fling at parody—not alone for its application to Ramon and Herman Atkins, but to every professional, whoever and wherever he may be, in his thousand and one contacts with the club membership and in his relation to the quirks and vicissitudes of his daily grind. Hence, with the present always in mind:

Oh it's Ramon this, and Herman that,
 "And I'll see you boys next year,"
 But it's straight to the shop of Atkins
 When the old club's stripped its gear.

And it's Herman this, and Ramon that,
 "And I need nae golf advice,"
 But it's SOS for Atkins
 In the times of hook and slice.

Now it's Ramon this, and Herman that,
 When golfing skies are blue,
 And "Lord bless you, brother Atkins,"
 When your game has gone askew.

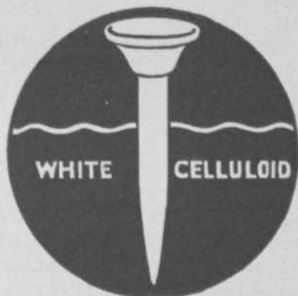
Yes, it's Herman this, and Ramon that,
 While Old Man Par's a friend,
 Though "I need you Mister Atkins,"
 When there's trouble in the wind.

And thus the way of golfing folk
 Along these links of life,
 Where every pro expects his share
 Of varied joy and strife.

Though it's "Hey, Pro!" this, and "Say,
 Pro!" that,
 No odds; for sure as fun,
 It's bound to be "'Ere's to you, guy!"
 Before the day is done.

"PEG"

REG. U. S. PAT. OFF.



To Build Up a Good Business— Give Good Values.

Most Golfers are business men, and have a well developed sense of values. They are free spenders but will not continue to buy goods that do not give them their money's worth. It reflects on their judgment.

Our own business has grown remarkably and we believe it has been because of our policy of always giving the best possible values.

This increased business has made it possible to announce better values than ever for this year.

Your Players know that they lose tees even if they do not break them, and will appreciate finding 12 tees in their boxes instead of 10, as packed last year.

They will not only find two extra, but the Tees will be better than ever, and the new boxes are very attractive.

Investigate before buying tees again.

The trend is to "PEG" the Celluloid Tee that is so easy to use. The leading Jobbers are selling it.

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