

# DUTRA GETS NEW SHOP

**Red Run's former pro-shop, badly located and dismal, replaced by structure designed for selling efficiency.**

**A** PRO SHOP that's one of the models for the whole business has been constructed at Red Run GC (Detroit district). It's a real business establishment for a business man pro, Mortie Dutra, and its construction is bright evidence of the attention officials of first class golf clubs now are giving pro shops as important places of member service.

Although Red Run is one of the most active, top class clubs of the Detroit district, you'd never have known that from its former pro shop, hidden away in a far dark corner of the building and inconvenient for both men and women players. It was one of those dismally located shops that no amount of paint and care could make look like it was part of a fine club.

At Red Run the department heads work together for mutual benefit and for the club, so when the word went out that official O.K. had been put on construction of a new pro shop, Mortie had, as active helpers with ideas, his associates John Pomeroy, manager, and William Smith, greenkeeper. Officials contributed their ideas from the members' angle and Mortie had a hundred notes and ideas he'd been collecting during his fine career as a businessman and player in pro golf.



The new shop, of stucco, 36 by 22 feet, cost under \$1,000 to construct.

## Locale Is Ideal

The shop is located less than 100 feet from the first tee. It has a window for the caddie-master through which caddies can be assigned and bags issued and taken in. Another large window can be used as a show window in a dignified and servicable way. The caddie-master and starter compartment is enclosed separately from the rest of the interior. There is a clock on the exterior of the building, tee and eighteenth green. There is a microphone operated from the pro shop with its speaker on a large tree near the first tee.

The shop building is of substantial stucco construction, 36 feet long and 22 feet wide. Its cost is considerably under \$1,000.

Inside, the place is bright and orderly. Mortie is insistent on neatness, so every bit of merchandise, the walls, fixtures, windows and floors are kept immaculate.

Club display racks are staggered, with the wood clubs' heads about waist high and easily taken down for prospective buyers' inspection. Sets of irons are kept on the lower level of the club display wall. In the center of his salesroom, in a circular rack, Mortie displays putters, sand irons and approach clubs.



Dutra and his assistant, Charlie Sommer.

Storage space is in cupboards along the wall back of the display case so that convenient replacement stocks of balls, tees, etc., are handy to the case. The top of this storage space provides good display of merchandise and a handy place for the cash register. In a separate room in the shop is the repair bench and buffing wheel. Steel storage racks for 250 bags are provided in a place where dust from the buffer can't get the clubs dirty.

### **If They Don't Pay Pro; Look Out Club!**

By DON PARKER

President, New York State Golf Assn.

**R**EFERENCE in GOLFDOM to professionals' troubles in collecting slow members' accounts when accounts are not handled through the club should be heeded by club officials.

The manifest unfairness of a member taking advantage of his position to let his professional get in bad with his trade and domestic accounts, need not be dwelt on, except to reaffirm this fault as one disqualifying a man for membership in an organization of gentlemen sportsmen.

Where the matter strikes officials as a matter of urgent attention in the strictly business affairs of the club is that slow pay to the pro means a grave risk on dues and house accounts to the club. For the reason that the club must protect itself, its officials should examine pro accounts receivable and take prompt action. If the club is to have any pride in its business policies and its calibre of sportsmanship it will not let its professional hold the bag for its members after its man was engaged with the understanding he was to work for an organization of members who were upstanding in business and sport.

### **Local Firms Donate Prizes for Club Events**

**T**HE Country Club of Atlantic City, located in Northfield, N. J., has few members who are capable of coping with Old Man Par; but when it comes to handling Old Man Depression the boys from Jersey can give away strokes and keep the old buzzard down plenty.

It is almost needless to mention that with the financial crash the ranks of the fairway parades thinned out considerably. Things were no different at Northfield until last Summer when the tournament committee hit upon an idea that has stimu-

lated more interest than any maneuver heretofore undertaken by the club.

A program of weekly handicap tournaments was arranged. To provide worthy prizes the members were taxed a small fee; and ambitious members of the committee helped the situation along by soliciting awards from various hotels and business institutions, promising nothing more in return than publicity.

For instance, if the Perriwinkle Pretzel Co. donated prizes for some particular tournament, the tournament was known as the Perriwinkle Pretzel Co. tournament and was publicized accordingly in South Jersey's sporting pages.

These tournaments varied each week. Some were medal play, others were match play against par, and others were four-ball events in which pairs teamed against par.

So liberal were the donations that the club was able to run the tournaments from the latter part of May until the early part of October and the fairways began to resemble Broadway.

This year the club is holding similar events that will terminate in the fall and things are booming louder than ever.

### **Rental Sets Boosting Business at Cinci Fee Courses**

**R**ED STRAUSS, busy pro of Avon Fields and California Golf Clubs, (Cincinnati distr.) recently set new course records from a sales angle, according to Secretary Bob Gutwein of the district PGA. Red guided play over the "green" period when the California layout first opened and at the same time did very well by Avon Fields.

Strauss decided it would be a good idea to reduce the charge for renting sets of clubs. Low cost would boost green-fees from players who would play if they had the tools available.

After convincing officials of the worth of his idea, Strauss reduced the carrying charges on rental sets to only 15 cents. As each rental meant a green-fee, this nominal rate swelled the take on the two courses by some 1800 fees prior to July 1. "The number is steadily increasing and they expect to double this figure in the next period," Gutwein reports.

**T**HERE are about 25 golf courses in Norway and Sweden. Pro jobs formerly held by Scots now are held by natives.

Looks like there is a chance for Harlow to bring over a Scandanavian team of pros to tour.