

Good Office Space Necessary For Pro Shop Operations

By JOHN BUDD

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How wrong to say we do not have time to write or answer letters when in reality the average professional can jot out ten letters or post cards in a short half hour. Here is the catch, most of the trouble comes from not having paper and supplies easy to reach so that odd minutes can be turned into action with the pen or pencil. This holds true in all pro detail work, from writing and newspaper publicity through bookkeeping and records.

A handy office space in the pro department makes this work simpler in every way. This space may be a small room where all records and office data are kept or it may be only a desk space that must serve for these needs. If it centers all needed papers, forms, and office work in one accessible place, the work will be easy to accomplish.

When writing letters and cards becomes a habit it is easy and enjoyable. Simplest form is to have a pad of post cards right next to your fountain pen or typewriter, if you use one. When you think of someone that you should write; just jot it on a card and drop in the outgoing mail box. This simplest form of correspondence can be finished in one minute to each card. It is the easiest of all ways to order your needed merchandise replacements. If you choose to use paper and envelopes; just follow along the same lines. Paper, envelopes, stamps and writing gear right at hand, then do it when it comes to mind.

There are some of the lucky fellows who have a club stenographer available for their use and this makes writing letters a cinch. Just talk it off and you are through, except for signing your name.

Many sound ideas come through the mail as a result of swapping ideas with other pros of your acquaintance. It is real fun to keep in touch by mail and if you are passing up this method of self improvement you are losing much as you travel life's pathway.

Record System Prevents Neglect

A record system tells the story of your business and is the neglected part of many pro operations. Reduced to simple



John Budd uses his private office during slow period in early morning to bring records up-to-date. After entries are made he takes advantage of quiet by planning day's work for assistants.

terms a bookkeeping system tells what part of the whole melon goes to paying for merchandise, expenses, profits, or loss in many cases. If your profit after expenses shows too little, you should check your whole business to see where the leak is. The old saying that a big part of the cash from every sale really belongs to the Company from whom the goods was bought or to the Capital Account from which future merchandise will be paid, is still basic business.

In a practical office set-up the bookkeeping is easy and fast. Our office set-up includes, two desks, adding machine, safe, two file cabinets, typewriter and other lesser equipment. These things have been accumulated through the years and are replaced when needed. After the night check-up everything is put in its place so that early morning time can be given to all book work. Each man has his own job to do. Because of proper equipment and a place to do the job we have an easy time of it and it is not a burden. The office set-up is the key to success in good records and sound management of your business.

Planning your work program becomes easy when a nice office space is avail-



Professional John Budd demonstrates here the same exacting attention to the needs of his members as he puts into daily practice in the efficient operation of his pro shop. He is shown here balancing a wood club on the Lorythmic Swing Weight scales to determine how many buck shot it will take to make this wood balance the swing weight of its mate. Shot can be seen on top of club neck.

newspaper writer that we are losing a bet if we fail to develop our writing and publicity ability. Tell your story to your golfers. Now, here the little office corner can really do a job. Sit down for a few minutes and write out your thoughts on golf at that moment. Add a few personal angles about golfers at your course. Try these things on your local news outlet or through your radio channels and you will soon find sound publicity getting in all the papers. Good for golf; yes, and good for your business too. The office space does a job in this important field and soon a professional can develop outstanding ability at publicity.

Through your office set-up and a sound system of operations you can be sure your program will go on whether you are there or not. When the system works right you can read the whole operation of your business even if you are away for days. This keeps your staff more alert, because they know the score is being kept through sound office management. They dare not stray far from the narrow path of good business.

Use Office Space to Think

Book work becomes troublesome only when it gets way behind. If done quickly and properly it is no great chore and can be kept without worry. Most book jobs can be done in the time it takes to worry twice about it. See it and do it; that is what I drum into my assistants all of the time. Keep ahead of the ball and all will be easy.

Your little office space will give you a place where you can sit down and think

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Develop Writing and Publicity Talent

The professional knowledge of golf places us so far ahead of the average



Assistants (L to R) Joe Zeilic and Bill Dennis dip a wood head in lacquer bucket and brush off surplus while John Budd uses loft gauge to check facing job on a wood club. Note simple method of drying lacquered heads by resting on window frame and holding steady with small wire hooks fixed to steam pipe. Heads are near lights and in warmest part of the room so they will dry quickly.



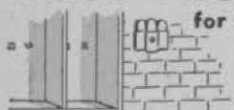
Assistant Joe Zeilic (left) cleans face of iron club while Budd helps Bill Dennis in refacing a wood club. Note tool drawers across work bench and the sliding door storage underneath the drawers for supplies. At right and left are curved shelves for paints and other supplies that need to be in sight. In center directly under window is rack to keep small tools easily accessible.

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light dusting with hydrated lime, using not more than 2 pounds of hydrated lime to 1000 sq. ft. Dollarspot may be controlled by the use of cadmium fungicides and generous feeding with nitrogen if phosphorous and potash are in balance. Snowmold may be less severe if the turf goes into the winter in a hardened condition. Preventive treatments for snowmold with mercury is always advisable.

9. **Liming.** A weight of limestone equal to that of the sulfate of ammonia used during the season is needed to prevent an increase in acidity. Creeping bent has been found rather susceptible to injury from acid-soil conditions during hot weather. Hydrated lime is more quickly available than limestone. Application should be made after the crabgrass season. Hydrated lime must not be mixed with the fertilizer. The use of lime improves the structure of the soil and increases the availability of fertilizers.

10. **Spiking.** When greens become difficult to water, covered with a scum or tightly packed, the use of a spiker will be beneficial.

11. **Raking.** Some creeping bents tend to form a mat which invites snowmold, dollarspot and brownpatch. This can be corrected by raking and mowing several times the same day and changing the directions. Raking out the mat should be confined to the cool season when growing conditions are best.

12. **Brushing.** Brush dense turf occasionally in order to cause more upright leaf growth, keep down nap, and remove grain.

GOOD OFFICE SPACE

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for a minute or ten minutes. Your mind must focus on your problems if you are to properly solve them. Make your office your thinking sanctum; where new ideas are born and old ones are polished more brightly. Think, plan, then act; and success will be yours.

All of us at one time or another fall short on re-ordering for our shop needs. If you have cards and a pencil or pen ready at all times it will take minutes to order all the stuff you need. A quick order for needed merchandise replacement means more sales. We cannot sell it if we do not have it on hand. The basis of merchandising is having goods to interest the buyer and then deliver when he wants it.

Joe Zeilic has the main responsibility of my book work and re-ordering. He is a specialist in this field. Our office set-up allows him to do his work efficiently at all times. We have proper supplies and



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proper equipment and it pays off in less worry each day of an active season.

I do some PGA work and most of this can be accomplished between other jobs because I have a proper office set-up so that I waste no time in doing these jobs. Therefore my Assn. work is not a burden any more; it is fun and relaxation.

Office Space Heart of Business

During the year I write a number of articles like this one. In an idle minute or two I jot out notes and file under my writing heading in the file cabinet. Then one rainy day or some day when a lesson is cancelled unexpectedly, I can finish out the article. This brings in a little money and sharpens me for other jobs that may come up in the future. I am also able to write news columns when they are needed for the local papers.

Our office space is the heart of our business. Plans are made there; important thinking is completed and the long range scheme of our operations are settled when we can sit and think of what may come up in later months or years.

Whether you can find a space four feet square or a ten by ten room such as we have, be sure that your office system is vital to your business success.

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