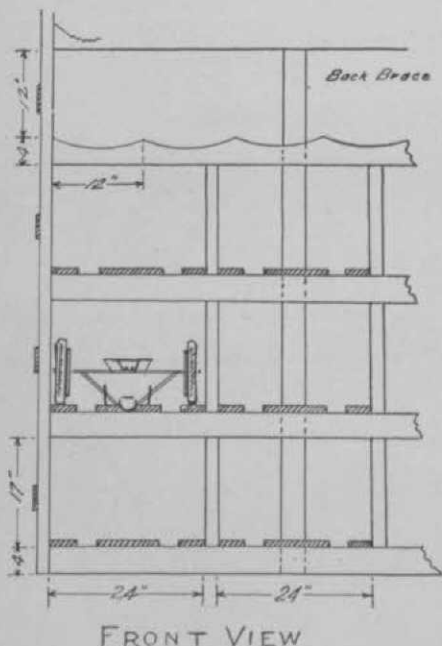


Applies College Business Course In Pro Shop

By JAY M. FUNK

Ben C. York, youthful pro at the Manhattan (Ks.) CC, has designed a new type storage rack to solve his bag cart problem.

The new racks, 20 x 16 inches, will provide plenty of room to slide the folded up carts and bags in and out. Whenever the shop boy finishes cleaning the clubs, he will merely fold up the cart with the bag still attached to it and slide the unit into its accustomed slot. York, who believes the bag cart is here to stay, will make the first four tiers of racks in the new size, leaving the top four tiers the conventional 14 x 10.



Ever since York took over as professional two years ago, the storage of bag carts has been a thorn in his side. The bag room never too large, has been cluttered with them. Many of the members whose clubs were in service bought the carts and of course a number were reserved for rentals. The big problem has been to find a place to put them. York is confident he has solved his problem with the new size.

York has served as pro at the Manhattan CC the past two years while attending Kansas State College in Manhattan. He received his Bachelor of Science degree in Business Administration January 30, 1948. "Now I'll be able to devote my full time to the club," the conscientious York cracked as he opened up shop the following day.

Benny has been active in a drive to replace the old sand greens with grass ever since he returned from the service. The drive culminated in approval by the grounds committee late in 1946 and a vote of the membership at large ratified the bill in January, 1947. Little actual progress has been accomplished thus far because of lack of pipe. The high elevation of the club necessitates an increased water supply before work can get underway. Tentative plans call for soil samples to be taken this spring and sod will be broken for the new greens if the water supply problem eases.

Pushes House Improvements

Another York-sponsored improvement okayed by the club will be the addition of a new golf shop, locker room and grill room to the northwest corner of the clubhouse. Although he is counting heavily upon these additions to relieve his cramped quarters in the future, he has already remodeled his present golf shop to provide greater utilization of all available space.

Benny has definite ideas for shop management. In the front shop display is his main theme. He follows two basic merchandising principles. First he stresses neatness. Second within easy range of the casual eye he provides a sample of everything he carries. To accomplish this he has built a new display cabinet for wearing apparel and rearranged his display racks to create a tunnel or aisle effect on club and bag display.

A quick glance at the display racks will assure you this lad carries a good stock of first line equipment. York doesn't believe in handling second grade clubs. He would rather sell beginners a full set of used first grade clubs than a new set of second grade clubs. York feels that it is better business to start beginners with the best, then they will always know and expect it. Another pet selling procedure with York is the stress placed on selling full sets. If beginners start out with incomplete outfits it is always harder to sell full sets later.