

\$1,000 Redecorating Job Gives Williamson New Pro Shop

F. E. "Curly" Williamson, Professional, Forest Hills CC, Rockford, Ill., took time out from his regular duties the first two weeks in January this year and with hammer, saw and paint brush and about \$1,000 from the club treasury converted an otherwise ordinary, slightly dingy place of business into an attractive first class shop with an inviting atmosphere that appeals to the club membership. "Curly" will tell you the two weeks he spent in redecorating (he did all the work including the cabinet making) have more than paid for the time spent in resulting good will and, more important, the direct increase in sales he attributes to the present open and accessible displays. The original plaster walls on two sides of the room were covered with knotty pine and finished with clear lacquer. Cabinets were installed along these walls in matching finish which provide large display area for hats, shoes, shirts, Sox and other accessories and more than ample out-of-the-way storage space for all pro shop stock. The remainder of the walls were painted a pastel color to match the floors. Below: "Curly" stands back of new glass show case which replaces his old wooden counter case. Club stand and wall racks are shown at lower right along wall convenient to members going to and from locker room to parking area and first tee. Center area in top right foreground with knotty pine paneling and cabinets in background shows furniture soon to be replaced with comfortable chrome and leather chairs. Venetian blinds and fluorescent light fixtures are other new features included in "Curly's" redecorating job which give the shop a light, airy atmosphere that makes the pro shop a pleasant place in which to do business.



