



Emerywood Country Club's professional, Boyd Jaeger, selects putter from display in corner of pro shop he's developed into member's favorite haunt with television as entertainment feature.

## Five-Year Remodeling Program Makes Pro Shop Popular Spot

By **BOYD JAEGER**

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The pro shop at Emerywood CC is now reaching the climax of a "face-lifting" that began nearly five years ago. Perhaps it seems odd that it should take five years to remodel a golf shop. But ours was to be something different — to have something we thought all shops should have, but few had acquired. We wanted a feeling of relaxation, a feeling of friendliness — a feeling you have when you walk in your own home. And that was something that was impossible to capture in a short time.

Modernizing was almost secondary, but it had to begin with that. We paneled the walls, added new ceiling, rugs, lights, fixtures, drapes and built new showcases. Primary was our striving for warmth.

The lighting seemed to be the solution. For what we wanted to get was the atmosphere of a den . . . the comfortable informality, carefully tempered with our stock in trade. This golf game, of course, has a comfortable informality of its own but at Emerywood we have a number of non-playing members who use the golf shop for their relaxing hours.

So, with the lighting installed indirectly in the showcase which runs the length of one side of the shop, and nothing more than a lamp on the opposite side, the impression of commercializing was softened. And it even showed the merchandise more favorably.

Then, over the years, we have put on

our walls many pictures of our members—all in the same size frames and taken on our course. On one wall is a beautiful Blue Marlin which one of our members caught at Palm Beach and donated to his pro shop.

### Play for Women's Business

We have tried to be sure that the lady golfer likes her shop. The overall picture had to be neat, and again, warm. We stocked her favorite golf skirts and sweaters as well as the clubs, shoes and socks. And many afternoons we have some of the ladies sitting in with us for a coke, even though they are not golfing.

In trying to plan my schedule for the season I found that too much time had to be taken by bookkeeping, inventory, billing and publicity. One of my members' daughters, Miss Sherley Redding, had shown a profound interest in the women's activities of the club. So I asked her if she would possibly like to handle this part of the business. She took over as full-time bookkeeper, secretary, press agent and to handle all ladies' events. This left me more time that could be devoted toward lessons, club events and the encouragement of junior golfers, a branch of the business that is wholly necessary.

We take a great deal of pride and interest in junior golf at Emerywood. This past season our Junior tournament received such great response that we inaugurated a Junior-Junior tournament. The field was made up of 9 boys and girls under 12 years with the youngest being 7½. Our reason for dividing the tournament is that we have a number of youngsters below the age of 18 who are very good players and the very young are left with little chance to win a prize. As we all know, if a youngster is able to win something it is much easier to keep him from being discouraged. Where normally it would take years for some of these children to win it is now possible for them to be small title-holders before they reach their teens.

Down here in North Carolina, we not only raise great golfers like Johnny Palmer, Clayton Heafner, Skip Alexander, Al Smith and others, we also raise great football teams and All-Americans. With fine teams like U.N.C., Duke and Wake Forest playing in the Big Time every Saturday, it is little wonder that there is a golfing slump during football season. In the past we have used the radio for Saturday fans but this year we added television. And we are glad to claim the "first" in this section for having TV in a golf shop.

The response has been wonderful. In the beginning, we felt that our members would only be interested in the week-end games, but now we find them dropping in

all through the week to watch various programs and to get together in their shop. On rainy off-golf days, we still have a crowd in the shop. That means friends and, ultimately it means good business.

### Club Sales Up 20% in 1950

National Association of Golf Club Manufacturers reports that for the fiscal year ending Oct. 31, 1950, its members' club sales increased 20% over the preceding 12 month period.

During the 1950 fiscal year the association reports sales of 2,467,559 irons and 1,117,532 woods.

Surprising to many is the high percentage of wood club sales. High sales of new model irons have been so frequently discussed that the sales of woods—generally in 4-club sets—didn't get much comment during the year.

Carl Benkert of Hillerich and Bradshy, Pres., National Association of Golf Club Manufacturers, says "From all indications, all member companies of this association will be in position to take care of normal requirements of their customers during 1951."

### Northern Calif. PGA Used Club Prices

Northern California PGA has suggested to its members fair trade-in prices on used clubs in good condition. Radical design changes in 1950 models of irons brought a flood of used clubs into the market as trade-ins to be applied on the purchase of new sets. Wide variations in the prices allowed by pros on the used clubs resulted from the shoppers often being smart traders and the pros being jockeyed into bidding for the used clubs and sometimes getting out of the deal with merely an exchange of dollars.

The situation tied up pro capital, gave him a used club selling problem and generally cheapened the pro market.

Northern California PGA members discussed what they could afford in trade-in allowances for used clubs that could be re-sold at 20% profit, decided upon the following ratings:

1950.....	50% of retail price
1949.....	40% " " "
1948.....	35% " " "
1947.....	30% " " "
1946.....	25% " " "
1945-44-43-42.....	New clubs not mfg.
1941.....	10% of retail price

For clubs in "like new" condition of the current year's models a slightly larger trade-in percentage is regarded as O.K. by the pros and less than the rated percentage is allowed for clubs in bad condition.