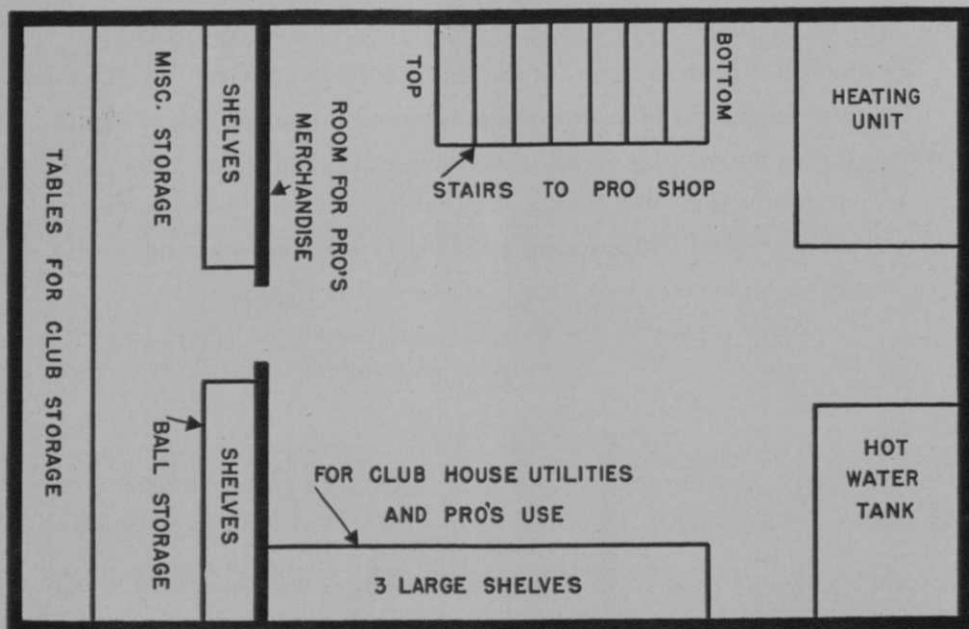


Layout showing John Budd's pro shop at En-Joie GC, Endicott, N. Y., rebuilt in 1945.



Added advantage of basement storage space is shown in floor plan of Budd's new shop.

Pro Shop Nerve Center of Golf Program

By JOHN BUDD

Professional, En-Joie GC, Endicott, N.Y.

The golf shop is the nerve center of the golf program at the club. To serve its best purpose the shop should be directly on the most convenient route to and from the golf course. Such a handy location makes the golf shop a service center for all golf activities. To locate it anywhere else puts it on a side track and slows down the golf program.

The golf shop should embody these features:

1. A comfortable place for golfers to feel at home and lounge; a place where the golfers want to be; NOT A CUBBY HOLE WHERE THEY WANT TO RUSH THROUGH TO SOME OTHER PART OF THE CLUB.

2. Adequate display space for all types of merchandise that are to be carried.

3. Space and equipment for caring for services rendered in the golf shop. These services may include registration of players, collection of green-fees, sale of cart tickets, rental of clubs and a host of other services.

4. Fully equipped space for club repair and cleaning, with roomy storage space for club sets. This space should be large enough to care for carts if this has become one of the problems at the particular club.

5. Storage for the professional's stock of merchandise.

6. Office space for planning the program and caring for all the various detail and record work that must be done. The office is better if private and off the beaten track.

A new approach should be made to the display of merchandise. We have become hidebound in our display of clubs, bags and equipment. Any department store display man can tell us quickly that we should modernize our way of doing.

My idea of the best way to build a new shop is shown in floor plans at the left. From the floor up we have two large drawers for miscellaneous apparel and equipment. The top drawer has a glass display compartment that is reached when the drawer is slightly opened. In this glass space one can show all the apparel, gloves, sox, etc. necessary. When a sale is made the item can be quickly taken from the drawers adjacent to the display.

These drawers will be the top of counter up to about 30-34 inches. On top of this counter the club and bag display rack is built in the same manner that such display racks are installed on the floors of our average shop. This type of clubs and bag display will bring the beauty and symmetry of the new products right to the eye level of the prospective buyer. Such a display certainly would speak out with eye appeal and bring that buying urge so necessary to correct selling in our pro shops. We are trying to build buying urges in the customer.

In summing up the golf shop we can surely say that first and foremost the shop should be the GHQ of the golf program. We should realize that money spent to improve our shop will be returned many times in increased revenue and player interest. We must be forever alert to change and strengthen our pro shop set up. Players take more of an interest in our shops than we think. Let's keep a jump ahead of them and have them expecting changes for the better all the time.

Big Saving in One Idea from a Meeting

By JOSEPH J. RYAN

Supt., Rolling Green Golf Club, Media, Pa.

Discussion about what golf course superintendents get out of their meetings keeps cropping up from time to time. Usually the answer is hard to settle to the satisfaction of everyone. However, if one contributes nothing to a cause he should not expect to receive much in return.

Personally I don't believe I ever attended a meeting that I did not get a worthwhile idea, either from the program direct or from subsequent discussions.

When weather conditions are favorable we sometimes do not pay the attention we should to what may well be our problem at some future date.

In the fall of 1949 we decided to burn off our three worst fairways and reseed. These fairways were originally seeded with Kentucky blue grass. The demand of close cutting eliminated the blue grass and left nothing but poa annua and weeds.

At one of our Association meetings I