

# 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

brought up the subject as to how severe the burning should be and the number of applications and etc. Bill Mellon of the Lancaster (Pa.) CC asked me if any of the turf was worth saving. I admitted it was pretty hopeless. Bill said, "Make a complete kill of all vegetation; you will get a far better seed bed and use much less seed." We followed his advice and with the turf completely destroyed we prepared a seed bed by aerifying three times. That enabled us to secure a perfect stand of mixed bent sown at the rate of 50 lbs. per acre. The ground was so pulverized that all seed germinated where

it fell and 50 pounds gave us perfect coverage. The saving in seed more than covered the cost of fertilizing that followed later in the fall.

This is just one of the many helpful hints that I have picked up at our local meetings.

Alex G. McKay, veteran pro-gkpr. of Chattanooga (Tenn.) G&CC visiting Scotland this fall. Mac's earned his trip with hard work the past three years converting Bermuda greens on several Tennessee courses to bent greens that have stood up.

## Minimum Equipment List for Average 18-Hole Course

### FAIRWAYS & ROUGHS

3 Tractors	1 7-Gang Fairway Mower	1 Rough Mower
1 Fertilizer Dist.	1 3-Gang Aerifier	1 Leaf Machine
1 Boom Power Sprayer	1 3-Gang Fairway Roller	1 Seeder

### TEES & GREENS

5 Power Greens Mowers	3 Power Tee Mowers	1 Power Sickle Mower
3 Hand Greens Mowers	3 Hand Tee Mowers	3 Hand Mound Mowers
1 Power Sprayer	1 Proportioner	1 Power Aerifier
1 Fertilizer Spreader	1 Hand Seeder	1 Loam Spreader
1 Hand Sweeper	1 Hand Spiker (Aerifier)	

### SERVICE SHOP

1 Power Mower Grinder	1 Hand Sickle Grinder	1 Flat Knife Grinder
1 Paint Sprayer	1 Air Compressor	1 Welder Outfit
1 Lathe	1 Arbor Press	1 Drill Press
1 Forge	1 Machine Washer	1 Pipe Threader
1 Band Saw	1 Power (Tree) Saw	

### HAND TOOLS FOR THE REPAIR OF

Electrical Equipment	Water Systems	Plumbing
Refrigeration	Plaster	Cement
Roadways	Drains	Sewers
Roofs	Paint	

### MISCELLANEOUS ITEMS

Scales	Seeders	Funnels	Gas Cans
Animal Traps	Soil Testers	Soil Samplers	Spikers
Sod Cutters	Sod Edgers	Sod Lifters	Pluggers
Rakes	Shovels	Spades	Forks
Snaths	Snath Blades	Snath Stones	Axes
Adzes	Crowbars	Hose Tools	Wrenches
Hoists	Tree Tools	Jacks	Ladders
Pullers	Dusters	Pumps	Pruners
Burners	Grass Whips	Etc.	Etc.

### RECAP OF ITEMS AT TODAY'S

#### PRICES

Fairways & Roughs	\$12,350.00
Tees & Greens	5,945.00
Service Shop	4,600.00
Hand Tools	1,155.00
Misc. Items	3,485.00
General Use Items	7,555.00

\$35,090.00

### GENERAL USE ITEMS

2 Trucks	1 Jeep
1 Rotovator	1 Soil Screen
1 Sod Cutter	1 Cement Mixer

(List given in talk of Orville Clapper before one of Prof. L. S. Dickinson's classes at University of Mass. Prices were as of Jan., 1951.)