



Floor to ceiling plate glass window brings the outdoors inside to "Dode" Forrester (R) and club member sitting in Forrester's new shop at Hobbs (N. M.) CC. Picture window at right sets off bag display in another side of shop.

Architect, Glass Man, Team with Pro on Shop Miracle

By E. E. (DODE) FORRESTER
Professional, Hobbs (N. M.) Country Club

IT was a Hole-in-One job. One hole 20 ft. long and 9 ft. high was made on the west end of the south wall of my pro shop. The other, on the east end was 14 ft. long and 5 ft. high.

Those two holes in one shop were major changes in converting a little pro shop into one that our members and I can proudly compare with any other pro shop. It may not be the most elaborately fitted and swankiest, but as an attractive, bright shop laid out for the primary function of inviting customers in and providing them with pleasant facilities for buying what they need for enjoyable golf, I doubt that our shop has many superiors.

And it certainly is a convincing ex-

hibit to club officials and members and to pros that a pro shop that looked almost hopeless could be transformed into one of the most cheerful areas in the clubhouse.

It all happened when I decided to buy some light instead of lighting fixtures. My little pro shop at the Country Club in Hobbs, N. M., was so dark and uninviting that I knew I was going to have to do something about it. Hobbs people like to play golf when not drilling for oil, and I sometimes think the oil drilling business plays second fiddle when some one says "How about a round this afternoon?"

With the aid of two of my golfing members, an architect named George Graves and manager of The Hobbs Glass



& Mirror Co., A. J. Morrissey, we began swinging by knocking out the eight old fashioned double hung 14 in. x 24 in. wood sash that gave me only 64 sq. ft. of glass and light space, and found ourselves with practically the whole south wall of the pro shop lying out near the first tee.

My shop was originally built in 1936—a small 18 ft. x 20 ft. frame white stucco cottage overlooking the neat 9-hole golf course. After several additions and minor remodeling attempts during the following years, I was just about to start on another minor job of remodeling, when the architect, the glass man, and I decided to make a "Hole In One"—yes, sir, a great big hole in one south wall of the pro shop.

After giving them an "A Plus" on their first swing, I turned the rest of the job over to them. I explained to them what I had in mind: I needed a pro shop remodeling job that would bring together in pleasant surroundings (within the limited space available in the existing shop) the three most important factors in my profession: (1) My customers, the golfers—both ladies and men; (2) My products,

clubs, bags, shoes, balls, sportswear and everything else needed in a pro shop; (3) Myself—the club pro.

A visiting sales manager from one of the largest companies in the Southwest, was standing nearby, and hearing our discussion came over and said, "Dode—you may not recognize them—but those three things you've just mentioned, are the basis of the best merchandising plans in operation today anywhere in the business world."

"Business As Usual"

The work on the pro shop proceeded for about five days without any noticeable interruption in business, because the golfers were all hovering around as sidewalk superintendents, watching the face-lifting that was taking place in the old pro shop. It was fun—it was interesting—it was positively amazing!

Right before their very eyes, the bright New Mexico sunshine was pouring in through $\frac{1}{4}$ in. thick polished plate glass windows—reaching from the ceiling to the floor on one side of that south wall, and on the other, two 5 ft. by 7 ft. plate glass picture windows showed them a



neatly stacked row of 23 of the latest thing in golf bags.

Just in back of these and to the right, displayed—as if in a large red picture frame—were 27 individual sets of golf clubs, both woods and irons. This is an ingenious and inexpensive display that makes use of diamond mesh wire, with individually gaily-painted rectangular boxes, holding the clubheads and fastened to the wire mesh by means of two roofing nails driven into the back of the boxes and hung into the diamond mesh wire.

A small grooved 1 in. x 2 in. board serves as a club handle guide and when placed directly in back of the club handles keeps the clubs on display against the wire mesh in a safe and attractive manner.

Such a display is both functional and decorative and the large wood frame of 1 in. by 10 in. soft pine lumber painted a bright red—against a dark green wall background, around the entire west wall gives the impression of a picture of 27 sets of woods and irons—and there they are all on the wall; using none of the valuable floor space. Such a display can



be easily and quickly changed in design by merely unhooking the roofing nails from the wire mesh.

The old small wood door that was now lying out near the No. 1 tee had served as an entrance door until my architect and glass man friends made their "Hole in One". In its place—directly between the picture windows—was a magnificent 42 in. by 101 in. Kawneer aluminum entrance, consisting of glass door, overhead closer with hold open feature, push-and-pull bars, cylinder lock, and ¼ in. polished plate glass from floor to ceiling.

This new all aluminum and glass store front had made a show case of my whole pro shop. I had bought light instead of lighting fixtures.

Wisely Placed Display

On either side of this beautiful entrance is a bank of 12 glass shelves made from 12 in. shelf brackets and adjustable standards which held in place the 12 in. by 36 in. glass shelves with rounded polished corners and edges. This affords display space for 140 pairs of both ladies' and men's golf shoes—easily accessible to all entering or leaving the pro shop.

(Continued on page 69)

hospitality some unreasonable customer may give you trouble. Working for the public is tough, but it is only that 1 per cent that makes it so. So, do the best you can bearing in mind that, there is that 1 per cent that you never will be able to please. If you please the rest you are doing a fine job and a fine service for golf and building yourself a profitable business.

ARCHITECT, GLASSMAN TEAM

(Continued from page 34)

Upon entering or leaving the shop, one has to pass the "Point of Sale" — where buyer, product and seller meet. Here is where I have placed a glass show case with "impulse" items such as balls, gloves, caps, socks and sportswear.

An old closet door in the shop became a most important item for the ladies — when we covered it with a 34 in. x 68 in. full length polished plate glass mirror. They love it and admit it — the men golfers love it too, but won't admit it.

Was such a project expensive?

Within six months, I'll be able to produce figures that will prove by my increased sales in the remodeled pro shop that buying "light" instead of lighting fixtures is sound business and good merchandising.

What is most important is that this "Hole in One" affords my members a friendly, bright and modern pro shop — a most pleasant meeting place for them at all times.

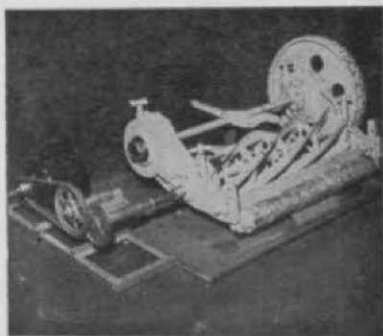
N. E. SUPTS. TELL OFFICIALS

(Continued from page 27)

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