



This is the picture one gets upon entering George Lake's shop at Recreation Park from the starter house. Lake, and his two shop assistants, Mrs. Buford Brown and ZaMona Schoepflin, are behind the counter. The shop measures 14x18 ft. Note the neat display in the limited amount of space, clubs along the west (left) wall, jackets in the center rack, putters on the side wall in the background, shoes behind the customer at the counter, golf balls and other merchandise, including hats and sweaters in the two show cases on the right, and golf bags on the East (right) wall.

# "Biggest" LITTLE SHOP

By **GEORGE LAKE**

*Professional, Recreation Park, Long Beach, Calif.*

Although we've just recently obtained a small addition to our shop which has relieved much of the problem, the pro shop at Recreation Park's Municipal course, Long Beach, Calif. for the past 27 years (during 14 of which I've been the pro) has been confined to a space of 14 by 18 ft.

Needless to say, with a play of nearly 100,000 golfers a year going through the shop, it has taxed our ingenuity to present to the public a complete line of merchandise and to make it plain that we are eager and prepared to serve golfers to their full satisfaction.

We feel that we've accomplished the task by utilizing all the space of the shop wisely.

For instance, we've filled the east wall with two 6-ft. showcases. One contains shirts and sweaters on the lower rack, with socks and gloves on the upper shelf, and hats and caps on the top.

The second counter has golf balls along the entire "mezzanine" shelf, so the cus-

tomers can look through the glass top at the entire display. On the lower "floor" are other items such as shoes, hood covers and other golf merchandise.

On the wall behind the counter we've hung golf bags—high enough to be out of our way, but still within easy vision of our prospective customers.

At the north end of these two counters, where we keep the register for green fee tickets, we found a slight depression of some five or six inches and there's where we spotted the shallow, but handy, rack for a shoe display of all available designs and sizes.

The entire west and south walls are lined with a double shelf for club display, with a line of various putters adorning the fake fireplace frontage along the northwest wall.

We also found that there was room for a coat and jacket rack, and a display of caddie carts on the west portion of the narrow room. Instead of merely displaying the caddie carts we loaded each with



Another space-saver in Lake's shop is this foyer from the grill to the pro shop itself. Note that George, shown at a club scale, has lined the right wall neatly with an extra-club display, caddie carts and a cabinet and has even utilized the pillar near the door for a glassed-in cabinet for hats and caps. This display floor space is 14x10 ft.

a bag and a full set of clubs.

Back of the shop I maintain a small office and club storage corner, utilizing the space below the storage cubbyholes and the club repair bench for storage of golf balls and other merchandise.

In one corner, we have a large bin for range balls, over which we have a rack for range ball buckets.

In fact, there's hardly an inch in the shop that is not used for some purpose

yet we seem to present an adequate display without the feeling of being "over-stuffed" in any way.

Many pros who haven't got what they consider is adequate room for proper display know what I was up against, not only in trying to get enough sales revenue to finance the pro job so it can be properly and vigorously handled, but in making a display to show golfers they can get their needs of equipment and

Another view of George Lake's golf shop, taken from the entrance off the club's grill and locker rooms. Wayne Otis, assistant to George, gives Wm. F. Mitchell his green fee tab. Note club display on south wall; also, shoe rack in the immediate left foreground.



supplies conveniently, fully and correctly supplied at the shop.

This is just as important at a public course as at the most exclusive private club. It is a reflection on public course management and operation if the pro shop service isn't thorough and expert. We at Long Beach always are mindful that the pro department operations of the municipal golf facilities must be a public service of high value to the community. Consequently, with small shop space being all that is available we simply had to try to make it the busiest, most helpful small shop in all golf.

### Mardfin Named Executive Secy. of American Park Executives



The American Institute of Park Executives has appointed Emile (Bim) Mardfin as its new executive secretary, announces William Penn Mott, Jr., Pres. Mardfin, who takes up his new post on March 1st, has retired from the New York City Park Dept., where he

served as assistant dir. of Maintenance and Operation.

His principal responsibility in the New York Park Department has been supervision and development of the ten public golf courses maintained in various sections of the city, as well as its 20-acre pitch-putt course.

He was responsible for the complete rehabilitation of these golf facilities, which had deteriorated greatly during the war years. In his last season of duty, golf fees were more than doubled, and the income used for an extensive improvement and modernization program which he developed, and now is substantially completed.

Mardfin was responsible for golf tournament promotion and management, public relations and publicity, and for extensive experimental work on soil improvement, special grasses, irrigation and design. He established an extensive city-wide sod nursery, and developed a program for changing over golf course irrigation from the city water supply to other sources. At the time of his retirement, he had under way the complete reconstruction of the Van Cortlandt Park

golf course, necessitated by new city highway construction.

As Institute executive secretary, Mardfin will develop an extensive program of research, education and experimentation work, to be conducted in various regional centers around the United States and in Canada.

Robert Moses, Commissioner of Parks for New York City, declared concerning Mr. Mardfin that "... he has demonstrated more than average executive and organizing ability . . . initiative and a faculty for making practical use of his broad and varied background in horticultural and public recreation work." GOLFDOM heartily agrees.

### Corcoran Brothers' Father Dies Suddenly

Michael Frank Corcoran, 75, died Feb. 14 of a heart attack at Wellesley, Mass. He was born near Harvard Square, Cambridge, Mass. He was active until the day prior to his death.

He was the father of Fred, public relations director for the PGA and tournament bureau mgr. of the Ladies PGA; George, who is pro at Greensboro (N. C.) CC; William and Joseph of the Massachusetts Golf Assn., and John, who is a Ford dealer in Wellesley, Mass.

Mr. Corcoran had a fine career of kindness and helpfulness and rejoiced in the rich reward of having his admirable personality reflected in his five sons and his name honored by their conduct.

### 1953 Western Junior at Stanford, June 16-19

Oldest junior championship in the nation, the 36th Western Junior, will be contested at Stanford University course (San Francisco dist.) from June 16 to 19, 1953. Since 1938, the WGA Junior has been held chiefly on courses of Big Ten schools. Arrangements for the presentation of the 36th Western Junior were made between Alfred R. Masters, director of athletics at Stanford, and Gordon E. Kummer, WGA past pres. Event will open with 18 holes of qualifying on Tuesday, June 16, with match play to follow for the surviving 32 until the 36-hole final on Friday, June 19.

The 35th Western title, contested over the University of Minnesota course, was won by Don Nichols of Auburn, Kans. He will not defend his crown in 1953 because of over-age. The Western Junior is open to golfers who have not reached their 20th birthday.