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WELL EQUIPPED SHOP

(Continued from page 64)

pelled the superintendent to become proficient in many trades. He must be agronomist, architect, carpenter, mason, electrician, mechanic, plumber, painter, etc., but for the competent and efficient discharge of his duties he needs a well equipped shop and the proper tools to do the work.

Albert Allen, Supt., Kernwood CC, Salem, Mass., pictures of whose shop are shown here, says, "If club members would take a little more interest in the problems of the present day superintendent and if they would take time to inspect conditions under which he has to work, there is no question but that there would be some changes for the better. Some of these "holes in the wall" that are called shops are a disgrace to both the golf course and the superintendent."

Close inspection of the pictures show neat and orderly arrangement of all tools, efficient layout of equipment and ample working space in all departments. Unfortunately some departments of Allen's shop have been left out. Not shown are the plumbing, electric welding, hardware and paint depts.

There is plenty of light for close work inside. Work benches and machinery with moving parts have been placed to take advantage of light from windows (see photo bottom page 65) as has Allen's desk shown in corner of shop in photo at top of page 64.

Photos of the Kernwood course maintenance shop attest to the many and varied jobs the superintendent is not only called on to do but in this case is equipped to expertly handle, from cabinet making to designing and building new course equipment.

Newest Merchandise Sells to Winter Visitors

By DEAN SMITH

PHOENIX, ARIZ., golf pros have a huge influx of winter visitors on their courses between November and April. These pros are unanimous in their belief that new lines in golf equipment and sports wear offer the best opportunity in selling to those visitors.

"New lines come out along in December, and we get the first crack at the winter guests with those lines," says Vernon (Red) Allen, veteran pro at the Wigwam Inn course. "Since we have an opportunity to show this new merchandise several months before the visitors get to see it at

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their home courses, we have an advantage and we of course try to make use of it."

New models of golf clubs, specialty items in caps, gloves, and sportswear, and other new lines should be well displayed and talked about, Allen says, if a winter resort shop wishes to get its share of the business.

"Most winter visitors are very loyal to their home pros — as they should be — so unless we have something new and different to offer, the visiting golfers will usually wait until they return home to buy," Allen points out.

Allen cites as one example a shipment of gaudy tams he stocked in November a year or so ago. A rubber company's executives held a convention at the Wigwam shortly thereafter and the tams caught their fancy. Before these visitors left, virtually the entire stock was sold. One man, who wanted a particular color Allen didn't have, left an order for it. Allen handled the matter personally, had it mailed to him, and received a glowing letter of appreciation.

Apparel Sells Well

Biggest sales items for winter visitors at the Wigwam shop are slacks, shoes, caps, gloves, and balls. Allen makes one or more buying trips to the West Coast before the season starts and he gets additional ideas from salesmen who start arriving with their new wares in mid-October.

When an item doesn't move as it should, he puts it on a special bargain table at a lower price.

Jack Ledwon, who has been with Encanto Golf course and a Phoenix golf range in recent years, echoes Allen's opinions about new merchandise being the best bet for winter visitors.

"I've always tried to feature some new item," Ledwon says, "and when I've opened the conversation with it, I try to suggest other lines which the golfer may need. New models of clubs and new bags are particularly good as conversation pieces."

Willie Wansa, pro at Arizona CC, once worked for Macy's in New York City and he has a fine flair for merchandising. One of his big sales items is shoes, and he has tried to maintain the biggest golf shoe stock in the area.

"We try to have exactly the style and size the customer wants," Wansa explains, "and we've tried to build up a reputation for having shoes the customer can't find at downtown stores. We find that if we don't have a particular shoe in stock, our chances for selling the customer are slim. They don't like to wait for us to get it in."



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