



Among the many fine features of this compact new pro shop at the Racine (Wis.) CC is space thoughtfully provided for women's purses etc. Women's locker room is inconveniently located on third floor of clubhouse. See floor plan below for complete detail.

## Front and Back, This Shop Makes Business Better

By ADE JENSEN

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**S**ERVICE to his members, in my opinion, is the most important phase of a private club golf professional's work. That's what I had in mind when Racine CC's Board of Directors gave me the green light to lay out the floor plan for a new \$25,000 pro shop.

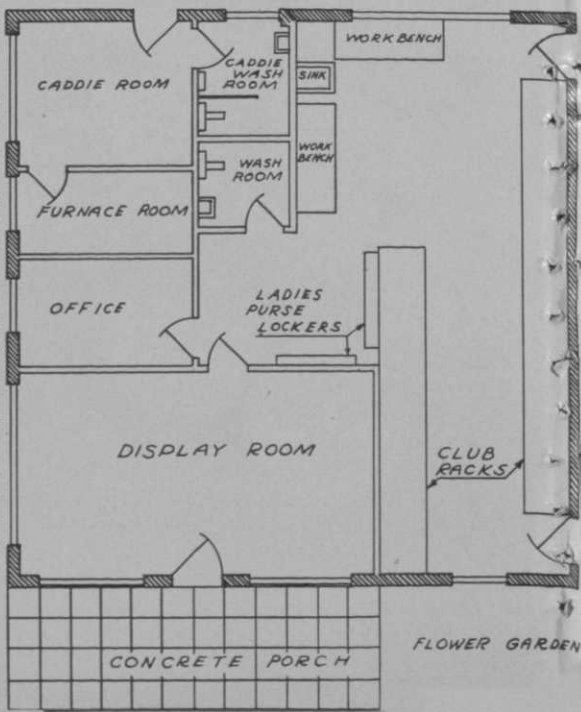
Now, after slightly more than a year in my new quarters, I've found the changes have provided greatly improved service for the members and better business for me.

The project entered the planning stage two years ago when a bath-house was needed for a newly-built swimming pool. In addition, the old pro shop located off the locker room in the clubhouse was proving to be inadequate. The building was remodeled and I had no space for caddie quarters, storing clubs, and displaying merchandise.

Therefore, Frank Hoffman, a Racine architect who is a member of the Club's Board of Directors, sat down with me to design the new shop. We purposely tried to put every inch of space to use in the best manner possible.

Ground was broken in August, 1953, and I moved in on April 1st a year ago. Now a modern, full brick building—easy to maintain both inside and out—overlooks the first tee. For maintenance, it is

necessary to paint only the ceiling and window trim occasionally. Inside, the flat-finished oak fixtures blend with the interior brick for a clean, comfortable atmosphere. Swinging, expanded-metal windowguards, which can be locked across the picture windows in the front of the building, blend with the metalwork on the



cornerposts besides protecting the windows.

Every piece of merchandise is kept at least 12 in. off the floor, thereby keeping dust off the clubs and making the shop easy to clean. Other windows are 6 ft. from the rubber tile floor, on 9-ft.-high walls, to furnish additional protection against break-ins and more wall space for display-shelves.

Thirty-inch square rubber tile removable floor mats handle spike shoes in good style. Besides, they can be switched around the room to keep wear and tear at a minimum.

#### Back of Shop Shows Thought

For the cash register, I designed a special stand arranged conveniently behind a showcase-counter in the middle of the room. The showcase is placed so that golfers can view the merchandise in every direction. Other features of the front room include special eye-level built-in shelves for displaying shirts, gloves, etc.; a full-length door mirror; comfortable chairs with convenient table for current golf publications; and spotlights on the ceiling which swivel for aiming at specially-featured merchandise.

In the rear of the building are an office, caddie room, club storage area, workshop, and furnace room—all distinctly separate to facilitate each phase of operation.

Besides offering privacy, the office is used for extra storage (shoe trees, pool supplies, golf balls, etc.). Samples of each can be seen in the main display room.

In a separate area close to the office is a special set of bowling lockers where the ladies keep their purses, shoes, and practice balls. We provided this for their convenience because our ladies' locker room is on the third floor in the clubhouse and is not readily accessible.

Further in the rear is the workshop which has a special space for 14½ in. square club racks built of ¾ in. plywood to handle 280 sets of clubs.

The work bench is constructed for making minor repairs in quick, easy fashion. Above it is a teletalk system which makes it possible to contact all parts of the clubhouse and the caddie area.

The caddies have a play area which includes facilities for basketball, softball, and horseshoes and a room of their own for shelter during inclement weather. Within two minutes we can have caddies



This is Ade Jensen's teammate Betty who keeps an eye on shop operation when Ade is on the lesson tee. Note eye-level display shelves for displaying accessories as well as clubs and ample wall space below window for additional display.



Assistant Bill Hogan who has worked with Jensen since 1948 gets helping hand from the "boss" (on the ladder). Close inspection will show that each bag compartment carries big label with member's name as well as a number.

and clubs ready for a foursome on the first tee.

A Mueller-Climatrol thermostat in the pro shop controls an oil heating unit in another room which is also used for storing soft drinks for the caddies. Heating pipes are imbedded in the concrete throughout the building.

#### **Sells 95 Per Cent of Members**

Has it worked out satisfactorily? Definitely yes! The members are pleased with the faster, more efficient service. While golfers wait their turns on the first tee, they have more leisure time to shop. They also can pick up last minute items such as scorecards, pencils, tees (provided free), and golf balls, with a minimum of delay. Business has perked up considerably. I sell 95 per cent of my members and none of it by high-pressure methods. As a further service on Sunday mornings, when the club doesn't serve until noon, I provide hot coffee and Danish kringle free of charge.

Visiting pros and salesmen have praised our modern shop and members of other clubs have incorporated many of our features into building projects of their own. Perhaps you can, too.

## **Alert Pros in Record Numbers Plan Now for Xmas Sales**

**D**ESPITE the sizzling heat wave that has blanketed most of the country in late June and all of July, pro activity hit a new high in planning Christmas gift selling campaigns.

As of July 25, pro orders for their personalized copies of the "Christmas Shopping At Your Pro Shop" buying guide totaled more than 90,000, or more than two times the guaranteed pro distribution of last year's pro-only shopping guide, its first year of publication.

Last year's record of the book in bringing over a million dollars in extra sales volume to participating pro shops established the strictly pro Christmas gift business-getter as the most profitable single item of personalized sales and prestige advertising ever used in golf pro merchandising.

Early planning of aggressive Christmas sports gift advertising and merchandising

campaigns by competing sporting goods retailers has warned foresighted pros to get started on their own Xmas gift campaigns without delay. Some slow-up in golf play and pro shop buying during the prolonged, intensely hot spell reminded businessmen pros of the high importance of applying strong advertising force to increase golfers' Christmas gift shopping at the pro shop during the most active customer spending period of the entire year.

Pros who want copies of the 1955 edition of "Christmas Shopping" delivered by Sept. 15 should have their orders in not later than August 20. A limited supply will be available for those ordering later. Pros who desire to share in the profit of this nation-wide golf Christmas gift selling campaign are urged to write GOLFDOM, 407 S. Dearborn, Chicago 5, Ill., for details.