



### TEMPORARY PRO SHOP IN BUS AT FIRST TEE

Parked on the first tee, a temporary pro shop has been set up in a passenger bus at the Dubuque (Ia.) G&CC.

Clubhouse alterations include an elaborate new pro shop. However, it will not be completed before June. Therefore pro Howie Atten hit upon the unique idea to set up shop in a bus, bearing a sign: "Business going on as usual during building program."

A pro shop "annex" consists of a 20x20-ft. awning extending from the roof of the bus. The "annex" is a good lounging place for members—and affords display space for the ready sale of merchandise to members outside the bus when golf traffic is heavy.

Members also register in the bus before starting play. A sign mounted above the steering wheel reads: "Your operator is Howie Atten—Safe, Reliable, Courteous."

tunity to observe the golfers at play and to discuss with them just what problems may be answered by golfing equipment.

Then the pro had better know the right answer based on his thorough knowledge of equipment. This matter presents one of the important fields for education that has developed since bench clubmaking went out and younger men in the game haven't received the training in club design, construction, repair and fitting to the user that was routine in the old days. Modern golf clubs are scientific productions and the teaching and shop assistants should know every detail of them.

#### Learn from Women Golfers

Lou Bola once told me that women golfers were going to make about as much of a revolution in golf merchandising as

the steel shaft did. Lou said that American women instinctively are good shoppers and had educated the storekeepers up to the excellent high standards of merchandise selection, display and competitive selling. The pros, Bola added, have adapted a lot from the stores' merchandising, but the women golfers are teaching the pros still more about how to make the country club or fee course pro shop a good profitable exhibit of specialty shop operation.

That's true as far as the shop itself is concerned, but outside the shop, where the pro and his assistants have numerous opportunities for creating the desire for merchandise and learning exactly what is needed, is a big profit opportunity that must not be neglected.

Every time the pro or his assistants see