



Light, and the beauty of the course as part of the picture, adds to the spirit of cheerfulness in the shop. Note club display at windows to be seen by passers-by.

Members and Pro Share Pride, Improve Service in Shop

By MAURIE WELLS

Professional, Cascade Hills Country Club, Grand Rapids, Mich.

WHEN Cascade Hills CC, Grand Rapids, Mich., decided to modernize and enlarge the clubhouse, part of the \$80,000 allotted for that work was put into building a pro shop up to the standard of the rest of the club's facilities.

Before the new shop was made into one of the most attractive in the midwest professional Maurie Wells had a small shop, about as badly outgrown and outdated as a shop in a fine club could be. Members and officials felt the need of an improved shop as keenly as Wells did.

Keyed to Members' Needs

Wells was authorized to consult with an architect and after the architect and the pro had visited a number of shops, studied all material available and considered what was especially needed for Cascade Hills' conditions they came up with a layout that not only has beauty but is workable in every respect—out front and back.

Wells has been at Cascade Hills since the club started in 1922 and he knew what the members needed. From top to bottom, from lighting to floor covering, the new shop in service to members and operating convenience to the pro staff has proved entirely satisfactory.

Let Maurie Wells tell about it, from the ground up:

"The floor covering is a cork and fibre tile, which we have used before and it stands the traffic of spiked shoes better than anything we have used before.

"The clubs displayed in front of the picture windows, which cover the whole front of the sales room, are putters, odd clubs and on one rack I display No. 5 and No. 6 woods, and with a couple of bags, the clothing display and hat and cap rack. It looks real fine from both outside and in.

"The sportswear, shoes, sundries, etc. are a big item these days and I do a good



"Easy to get at" is the key of all display of merchandise in the Cascade Hills shop. Note that the cash register and ball display is located to give golfers a chance to be exposed to other items in the shop.

volume with them. Most of my business is done on a charge account basis but there are a certain amount of cash sales which are recorded on the cash register which also is handy to have in making change for the members.

"I usually keep a dozen or two of balls on the display case, slow movers or perhaps some new ball which I hadn't previously handled and I find it does help to move them.

Solves Cart Storage

"The caddie cart storage problem is sure a pain in the neck, any way you look at it, but is something that is here and has to be met. Our problem on this hasn't been too great up to now, as we haven't been swamped with them, as I understand some of the boys have in some clubs. But we do have about 50 or so, which are used by our members mostly in the spring and fall when the caddie supply is short. Previously there was no place to keep them except on top of their lockers and I assure you it made the locker room look like hell.

"The idea for the cart rack I got from a photograph sent out by the Bag Boy people and it has answered the problem very well. I had a couple of carpenters come in to install it, which they did in

half a day so the cost was quite nominal. The shop incidentally was designed to include this feature.

"The rest of the racks are steel and we added enough more to take care of all the members bags. You might be interested to know that I got these from the General Steel Products Corp., Flushing, N. Y. which I found through an ad in *Golfdom*.



This compact arrangement in Cascade Hills pro shop keeps new locker room looking neat, instead of having carts piled on top of lockers.

I think they are the best racks I have seen and are very simple to assemble.

Members Happy, Business Better

"The members have been delighted with the new shop, in fact they think it is the best improvement in the whole rebuilding program and I am sure it definitely has increased business, which is good of course, but the thing we appreciate most is to have enough room to operate and give the members the kind of service we like to give.

"The windows at the rear of the display room are the front of the work shop, which we had installed so that my boys can work in there and still see when someone comes in that needs attention.

"In back of the work shop we have ample space for club storage, after they come in off the course, until they can be serviced and returned to their proper place in the rack room.

"In addition to this I have a fine new office and space for supplies and additional merchandise on the second floor. This gives me a place to have some privacy to take care of the book work and details of running my department, of which as you know there are many. I do believe that the new set-up we have is just about as fine and efficient as anyone could want.

"We've got the greatest bunch I've heard of in any club's membership and they've all been so grand to me thru the years I want to see them have the best of everything. I think we can say we've got it in pro department facilities with our new shop."

Displays That Sell When Members Aren't Rushing

BILL JELLIFFE, widely known golf playing equipment salesman, and former pro, makes a sage pro merchandising observation.

Says Bill:

"As we all know, the biggest bugaboo that the pro has in merchandising is the fact that members are always in a hurry to get on the course and when they finish their rounds, are always hurrying to get home.

"With a very limited number of potential customers the pro must have an eye-catching way of displaying his lines of shirts, slacks, rainclothes, caps and other golf accessories. We all know the time to sell merchandise is when they are not in a hurry and about the only time this occurs is when they bring their families out

for dinner or entertainment in the evening.

"Of course then the golf shop is closed and in most instances a blank wall eliminates any sales appeal.

"Gene Root, the pro at Lakewood CC in Denver has solved this display method in a very clever manner and incidentally boomed his sales, by installing display windows in his shop inside the clubhouse. Here his latest and most attractive merchandise is displayed at all times and works for him even when the shop is closed.

"Most pro shops can be remodeled to take full advantage of silent salesman displays without a great deal of expense. Also neat and attractive displays frequently changed are a big answer to more sales and revenue for the pro.

"Democratic" Membership Basis Best for New Small Club

Organizers of a new club in a southern city of 40,000 say they immediately bumped into these problems:

1. Is it better to organize a new club to operate at first just as a golf club with locker-room facilities or shoot at a complete family club with clubhouse and pool facilities?

2. Is it better to have a new club fully financed with cash subscriptions or to go as far as possible with funds available and go in debt for part of the amount needed to get started?

3. Is there a legal way to be relieved of the federal tax on the money subscribed to buy the property and construct and equip the course and clubhouse?

4. Is it desirable to have each member of a new club subscribe for the same amount of stock, or is it better to have some members holding larger amounts of stock than others, with possibly a dues reduction for the larger stockholders?

5. Is it better to aim at exclusiveness in a club in a city of 40,000 population or are the successful clubs in communities of this size generally democratic?

An experienced professional who has served several southern clubs to their high satisfaction gave the organizing club advice to form on a "democratic" basis with careful consideration being given to pleasant and substantial character. The pro said there may not be enough active golfers in the "exclusive" clubs to maintain lively interest, and maintain the course and clubhouse in good condition.