



Merchandise displayed attractively sells itself, according to Dan Saylor, Andrews pro, who studied department store layouts before planning his shop. Pegboards, racks, showcases are effectively used in keeping golf equipment and sportswear out in the open. Chairs facing picture window and overhead spots add to shop's easy atmosphere.

## Andrews Pro Re-Designs Shop to Attract GI Business

By DON SAYLOR

*Professional, Andrews Golf Course, Andrews Air Base, Washington, D. C.*

**S**INCE the GI spends so much of his time in a rather bleak barracks where even the pinup girls eventually become jaded, he is as much on the lookout for the niceties of life as anyone you'll run across.

At Andrews Air Base in Washington, D. C., the GI doesn't have to go any further than his golf shop and 19th hole to find them. I try to make these two important stops as comfortable and attractive for him as possible because like anyone else in business, I'm after his dollar. The GI, contrary to popular belief, has considerable purchasing power. He'll spend his money on the base if you offer the incentive for him to do so.

Last year I was given the go-ahead to renovate both the pro shop and 19th hole. Until then, both had been pretty much on the shelter-half side, as they say in the army, and neither location was producing a great deal of revenue. I corrected that by re-designing both shop and 19th hole,

swinging a paint brush and borrowing a lot of display ideas from local department stores. I'm a do-it-yourself decorator from all the way back to the first tee, but I've been told I did a first class job on my layout. That makes me feel pretty good.

### There's Harmony Here

My golf display room is 20 ft. wide and 40 ft. long. Two large picture windows in the front look out over the putting green and course. Walls in my shop are constructed of weldwood which is neatly grooved for club display and permits easy interchangeability for displaying merchandise. The shop's color scheme is dark green and chartreuse and picture frames, shoe racks and show cases are contrasted in these colors. Green carpeting is in perfect harmony with the walls and display equipment. It is of heavy wool fabric, heavily backed with  $\frac{1}{4}$  in. vulcanized rubber to absorb the shock of spikes and prevent cutting.

Spotlights, at either end of the room, play on a peg board display which is changed every week, and on clothing display racks. A barrel, emblazoned with the word "Sale," is conspicuously located to attract bargain hunters looking for good buys in putters, woods, wedges, par-tubes and miscellaneous items. It's a really effective sales gimmick and moves a large volume of overstock.

Just recently, I installed a platform flush with the bottom of one picture window to display shirts, shoes and socks in order to catch the eye of passersby and lure them into the shop.

Bamboo drapes close off the shop display room from the rear area where an office, merchandise store room, caddy cart storage space and rack room are located. Traffic to the course is routed through the rear area.

#### Extras Pay Dividends

Some of the fillips that, in my opinion, give the Andrews pro shop an extra merchandising touch are cotton shag coverings on shelves where clubs are displayed, plastic holders for shoes that are on display and plastic price tags. These things, I'm convinced, pay dividends. So do pictures and potted, growing vines on the walls

if they're not overdone or in poor taste.

The 19th hole, an important annex in any GI pro shop setup, has a knotty pine bar trimmed in mahogany. This blends very handsomely with the weldwood walls which are finished in brown and yellow. Carpet, leather chairs, stools and picture frames were selected to complement the brown and yellow theme. Overhead spots are fitted with colored bulbs to minimize harsh lighting effects. All are fitted on swivels so that they can be easily adjusted for better TV reception.

This is the fifth year a course has been in operation at Andrews. We have only nine holes at present, but by September a second nine is expected to be in playable condition. Frank Murray, local architect and builder, is handling construction of the additional nine holes. Andrews has applied for the world-wide Air Force golf tournament for 1957, and as soon as everything is straightened out around here, there's a good chance the full 18 holes will be designated the official Air Force golf course.

With only a nine hole course, we have been plagued by overcrowding as long as I've been here. At times, this can be very disconcerting, but, at least, I can see a



"Your home away from home" is keynote of 19th hole at Andrews. GI's gather here to replay their golf games, make plans for the next round. Bar, where soft drinks and sandwiches are served, is at opposite side of the room, and just beyond a doorway, adjacent to the bar, is handicap board.

good sign in it. It means that GI's have an avid interest in golf which they will carry back to civilian life. All this will benefit the game. I also venture to say that many a GI who never swung a club before has taken up golf since coming to Andrews, or since entering the service. Many, of course, were persuaded to start playing by their buddies, but I'd like to take credit for a few converts. At least, I've tried to lure new golfers as well as the old into the pro shop and 19th hole by giving them not only a pleasant atmosphere but the kind of service they write home and tell the folks about. Doing this is proving to be profitable.

### Clyde Mingledorff Elected Club Managers' Chief

Clyde Mingledorff, mgr., Atlanta Athletic Club, was elected to the presidency of the Club Managers Assn. of America at the organization's 29th annual convention, held at Ambassador hotel, Los Angeles.

Mingledorff, an energetic veteran successfully experienced in city and country club work, has with him an administration that is excellently qualified to carry on the CMAA service programs.

Richard E. Daley, Army Navy CC, Arlington, Va., was elected vp. and Royce Chaney, Northwood CC, Dallas, Tex., was elected sec.-treas.

The directors: Albert M. Deichler, Jr., City Midway Club, New York; S. T. Sheets, Lake Shore CC, Glencoe, Ill.; Richard H. Campbell, Indianapolis AC; E. L. Cherry, Oklahoma City G&CC, Edward M. Grenard, University Club of Detroit; William A. Dawson, Essex G&CC, Windsor, Ont.; Edward Sandrow, Lulu Temple CC, North Hills, Pa.; Thomas B. Burness, California Club, Los Angeles; and Kenneth Meisnest, Washington AC, Seattle.

Fred H. Bernet, continues in the job of executive sec. which he has handled with great value to the association, its members and their clubs for some years. Bernet's headquarters remain at 408 Olive St., St. Louis.

Los Angeles CC, Hillcrest CC, Bel-Air Bay Club and numerous suppliers, cooperated in staging an impressive and instructive program of entertainment demonstrations under the direction of the host chapter, Southern Calif.

New York City was selected as the site of the 1957 CMAA convention. Feb. 13-16 are the tentative dates and Hotel Commodore

### Pete Collects Cup That Cheers



Peter Burke, winner of the PGA Seniors' 54-hole championship, the Teacher's trophy, \$1000 and a trip to Britain, gets the first installment of his prizes from Ronald Teacher, head of the Scotch distilling company sponsoring the tournament.

To the left is Marty Cromb, recent pres., PGA Seniors and right, is Harry L. Moffitt, PGA pres.

is to be headquarters. Club Managers of the City of New York, Metropolitan Club Managers, Connecticut Club Managers and New Jersey Club Managers chapters will collaborate in putting on the convention. Albert M. Deichler, Jr., will be chm. of the conference committee.

The Friday afternoon round table conference session for country clubs and the general sessions headlined employment problems of clubs and modernization.

The managers, being close to the union phases of labor relations, with pension plans and other contract matters of paramount importance, were able to give club labor relations sound and foresighted treatment at their Los Angeles conference.

### Indiana PGA Schedules Spring Meeting

Spring meeting of the Indiana PGA will be held Apr. 9-10 at the Indianapolis Athletic Club, Indianapolis.

The meeting will be highlighted by a pro-pro tournament at the Highland G & CC on the 9th and a clinic and banquet, scheduled for the 10th. The clinic will be conducted by Bob Toski and will include Ernie Sabayrac, who will discuss merchandising. MC at the banquet will be Herb Graffis, editor of GOLFDOM, and Harry Geisel, former American league umpire, will be the principal speaker.