

Gloom Bows Out- Dollars Come In at Revolta's Shop

By HERB GRAFFIS

FROM one of the darkest, smallest hole-in-the-wall pro shops at any of the world's fine golf clubs, Johnny Revolta went into one of the finest. Members of Evanston (Ill.) GC rightly take great pride in this bright new shop, located adjacent to the men's lockerroom and close to the first tee, practice and 9th green. Not only do they admire it, but they patronize it.

Revolta and his staff keep the shop immaculate. The light cabinetwork framing the displays, the rich dark green carpeting that resists spiked shoe traffic and doesn't show dirt (when it gets the good housekeeping Johnny's lads frequently give it) put Evanston's men and members and their guests in a pleasant mood.

Eye appeal is further developed by



Recessed mirror, attractive shelving and panelling all help to give a beckoning look to the Evanston GC pro shop merchandise.



Sportswear dept. is in front of shop.

the spotlighting and concealed lighting fixtures at the top of the display frames in which clubs, bags, apparel and accessories are shown.

The large picture window gives a broad view of the beautiful course. It also makes a show window that reminds Evanston members of what they want, need and can get in Revolta's shop. The window display is frequently changed; so is the display on the pegboard panel.

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Everybody sees putter display when they check the handicap board. This is ideal spot for moving equipment of this kind.



A sample of practically every type of playing equipment is concentrated in this corner which has a pegboard backdrop. Shoes and sport shirts also are found here.



Here's where Johnny takes in the money. Lounge is at right. Note over-head spots, extensive club display.

Revolta's shop has the new idea of space incorporated in it. You'll note that nothing looks overcrowded here.





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Pro College Training

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Dick Forester, Houston CC pro, that a business administration course ought to be of substantial value to a pro and his club. Yet, very few potential professionals now in college appear to be getting this education.

Next — Executive Pros

From physical education, psychology and instruction in teaching principles and methods, as well as from the business administration classes, the potential professional should learn a lot, basically, of what he will have to know in getting and handling big jobs as executive professionals who are certain to come in the next chapter of golf business.

Club management and course maintenance courses in universities already have been of substantial profit to their graduates, to clubs and to golf in general. For its own greater service golf will have to see to it that professionals get schooling of a sort similar to that of the college-trained mgrs. and supts.

Possibly college golf coaches may come forth with the right idea for such training.

Revolta's Pro Shop

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A large and colorful display of slacks and shorts for men and women is in front of the shop window. It does a lot of business. The whole shop is laid out, colored and lighted to promote "impulse buying" as well as to give maximum convenience in service to members and to enable the staff to work efficiently.

Plenty of Storage Space

There is a great deal of convenient storage space in the shop. Revolta's office is in a room at the corner of the shop.

The handicap rack is over a wall display of putters. That's a good strategic location. It gets members picking up clubs that feel and look so good that they say to Johnny or his assistants: "Charge this one to me!"

Back of the shop is arranged for prompt and proper service in the storage and handling of bags and repairs.

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