



Business comes from all sides at Green Acres pro shop, in Chicago district where doors open into grill, trophy room and men's lockerroom.

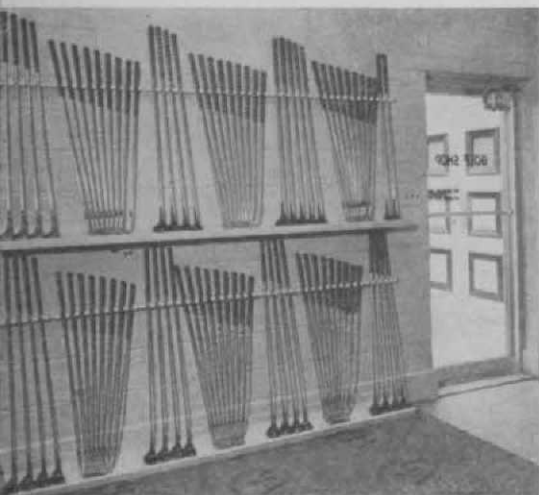
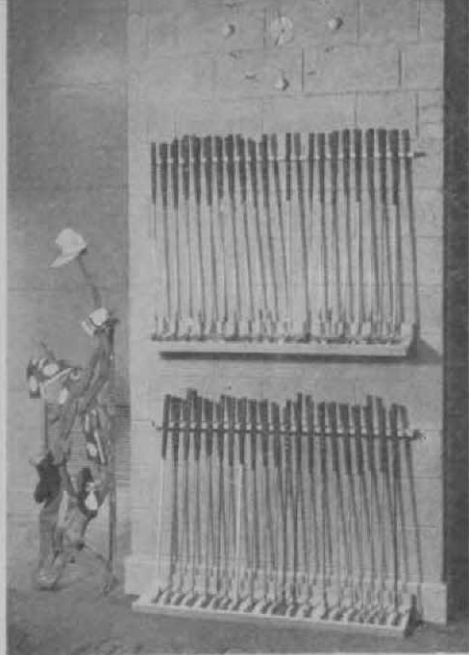
By HERB GRAFFIS

## ***Red Gives Them Variety and Gets Volume***

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*Fred Kuehn Photos*





A feature of the enlargement and modernizing program that has made the Green Acres CC clubhouse one of the most attractive in the Chicago district is Red Dennison's new pro shop.

The building committee and architect in planning to make the clubhouse of utmost convenience to the members, located the shop so one door opens into the grill and trophy room and the other door is a few steps from the entrance to the men's lockerroom and is close to the first and ninth tees.

Dennison's former shop, in a separate building, now is being used as caddie quarters and for storage of electric golf cars and other items.

The new shop is 18 by 43 ft., has concrete block walls and an acoustic ceiling, both colored a pleasant shade of green.



Green Acres shop staff includes Red Dennison (center) head pro and his assistants, Pat (left) and Larry Rouse.

Two large display windows, both with bamboo curtains, are on one of the long walls, facing a path that leads to and from the men's lockerroom and the first and ninth tees and 18th green. Another display window faces the course. The opposite narrow end of the shop has a small entry hall, a dressing room and the shoe department.

#### Ball Sales Increased

The west long wall of Dennison's shop is entirely of peg board. An interesting detail of the displays on this pegboard is the ball display which is made in cases bought originally for displaying golf socks. This open display of balls, Dennison and his assistants, Pat and Larry Rouse, say has accounted for an increase in ball sales. The charge book is on a counter beneath the ball display. Above the balls is the glove display.

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Striking decor of Dennison's Shop (shown by photos on this page) has resulted in, among other things, tremendous increase in women's buying.

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## Red Gives Them Variety

(Continued from page 36)

Clubs are displayed in several places in the shop, Red believing that club sales are increased when the clubs are spread around so a fellow can look at them and feel them whenever he happens to be in the shop buying anything. The theory has worked out well for men's club sales and is beginning to boost women's club sales as Dennison and his assistants are putting more display emphasis on 5-irons and 2-irons and 2-wood sets for women.

### Women Big Buyers

There is considerable golf by women at Green Acres. Business in the pro shop from golfing and non-golfing women accounts for a larger dollar volume than the men's business. Apparel lines carried by Dennison are high quality and prices are very competitive with other retailers, being under prices of some first class specialty shops in Chicago's North Shore suburbs. A lot of buying of men's apparel at the Green Acres pro shop is done by women and because of their judgment (and Red's well selected stock) the Green Acres men golfers certainly are as smartly groomed as the golfers of any other club in the district and probably maintain a higher standard of golf grooming than most private club members.

Non-golfing women buy a lot of blouses, shorts and sports hats for their own use in Dennison's shop.

### Big Shoe Volume

Shoe business, in the alcove devoted to this phase of pro shop service, is extraordinarily good. Red carries 250 pairs of golf shoes in stock. On pegboard displays alongside the stock there are shown 17 styles of men's golf shoes and eight styles of women's shoes. That would be far too much of a variety for most pro shops and, as a matter of fact, Dennison has to order many shoes from factories to take care of orders that can't be supplied from stock. Dennison and his assistants are expert and very careful in fitting golf shoes and they won't take any chances.

Word has got around about the great variety and excellent fitting of golf shoes at Dennison's shop, hence there is more of a willingness to wait for exactly the desired shoes than there might be at some shops.

The carpet in the pro shop is the same as in the grill-and-trophy room, spike-resistant gray material having the emblem of the club woven into it.