



Farmington shop is small, but wise use of space enables pro to display large stock.

displaying from \$8,000 to \$10,000 worth of golf merchandise and storing about 110 sets of clubs. But it can be done! We utilize every available nook and cupboard and by keeping everything neatly in place, keep the shop from looking cluttered. The addition of a partition between the front end and storage area has, for instance, given me a club display spot in the sales room and space for a work bench in the rear of the shop. Such things as small to medium size cabinets and racks built into the walls and pipes bolted onto the walls (i.e. for displaying slacks, shorts, jackets, etc.) give us fine space economy and thus sufficient room.

At any rate, the shop is large and pleasant enough to make members want to come in and browse around. And that is just what I want!

2nd Philadelphia PGA Show

Philadelphia Section of the PGA will hold its second annual golf show, Apr. 13, at the Sheraton Hotel in Philadelphia. It is expected that 3,000 persons will attend the clinics conducted by local PGA members. Several golf manufacturers and distributors will have displays at the show. About 100 pros will be on hand to instruct or assist in putting the exhibition over.



Bob Bodington with upright rack that holds about 50 doz. golf balls.

Pro Shop Location

There always will be some question as to whether it is better to have a pro shop in the clubhouse or away from it and close to first tee. But one pro, who formerly had his shop in the clubhouse and now has a fine new shop away from it and close to first tee, says he is sold on having the shop in the clubhouse where it is handy for golfers to drop in after a round and do some shopping. His reason: golfers often are in too much of a hurry to get to the first tee to spend much time in the shop, and after finishing a round, go directly to the clubhouse.