



For Medium Size Operation . . .

\$3,500 Can Stretch A Long Way in Building Pro Shop

By JOE REDANTY

Professional, Le Roy (N. Y.) CC

If you have a building no larger than 20 by 40 ft. and around \$3,500 to spend, you can build a very serviceable if not pretentious pro shop. I know, because I have just done it. The photos on these pages give you some idea of my handiwork.

LeRoy CC is a semi-private setup with 18 holes. Owned and operated by the Bra-Cal Corp., it is located about 20 miles from Rochester. I have been pro at LeRoy since 1950.

My shop is divided into three sections — sales display area, office and the back section, in which are located storage racks that hold nearly 250 sets of clubs, a work bench and miscellaneous equipment.

After Redanty's new shop was completed, one of his first visitors was Nancy Cornish, a member at LeRoy. Railing in bottom photo is aid in club handling on busy days.





Redanty's office, located in center of pro shop building, has doors leading to sales room and storage and club cleaning area.

All walls of the display room are finished in pegboard which, as most pros realize, provides a backdrop for a practically limitless variety of merchandise arrangements. The most striking thing about my sales room is the recessed section I have under the cash register counter in which bags are displayed. It has prompted a good deal of comment from both players and golf salesman and has resulted in more sales of bags than I ever have experienced before. Right now, I'm trying to think of a companion piece to go with it that can be set up on the opposite side of the room and perhaps attract more attention to the merchandise shown in that section of the shop. In that way, I'll have a kind of one-two display punch that will catch the eye of the golfer from almost any angle.

Captive Traffic

Club storage racks are constructed of $\frac{1}{2}$ in. plywood and are 3 x 3 x 10 ft. Four bags can be stored in each cubicle. I put a lot of thought and work into the building of these racks so that they would be easily accessible to persons of almost any height, and also so they wouldn't cause any damage to bags that are removed or re-placed. The enclosed railing, seen in the photo on page 36, was installed with the idea that bags can be handled more quickly on busy days with it. They can be placed upright inside the railing and kept there until we get enough time to put them back into the racks.

With players who store their clubs at our shop, we are almost sure of two-way

traffic whenever they play. They come through the front end to pick up their clubs. When they are through playing, they drop them off in the storage section and then proceed through the front to leave the building. Candidly, I'd like to figure out a way to increase this to four-way traffic. There's no denying that it gives a big boost to sales.

Some persons seem to feel that \$3,500 is a rather modest amount to put into a pro shop interior. I don't necessarily agree with them. You can do a great deal with that much money. It may take some extra thought in the planning of the shop layout and some shopping around to find reasonably priced and adequate materials, but it can be done. The thing to keep uppermost in mind is simplicity. Build your walls straight without going in too heavily for recessed or overhanging effects because they not only steal space but cost more money. Do the same thing with display counters and shelves. Many times the more you try to put into them in the way of decorative effects, the less you get out of them. The main thing to keep in mind about counters and shelves is to build them so that they can be moved around. In fact, your whole shop should be constructed so that as many things as possible are movable or interchangeable. What we pros need is more mobility and versatility.

Suggest, Don't Boss, to Get Cooperation in Course Care

Supt. Fred Harris, Los Coyotes CC, Buena Park, Calif., has a column in the club's magazine. In a recent issue he suggested that "electric car drivers make a special effort not to drive in the same tracks all the time as excess wear is resulting from this habit. Why not look ahead and try not to make a patch that is becoming worn and brown? Your thoughtfulness will help to make your course much better looking."

This sort of education will solve many problems of golf car and bag cart use.

Ohio Turfgrass Council

The Ohio Turfgrass Council, officially formed in late April, hopes to persuade the state legislature and individuals and corporations to make large enough grants to enable the Agricultural Experiment Station in Wooster to carry on a full time turf research program. The Ohio organization is patterned after that of the Council in neighboring Pennsylvania.