



My shop is located under a wing of the clubhouse, gives a view of 1st and 9th tees and practice green. Path at right leads to No. 10 tee. Double door at right leads to garage where 10 cars are stored. We're set

up so one man can run the shop except during rush hours. There's a loudspeaker on first tee and starter can operate from inside the shop. Sand Point has nearly 600 members, 200 of them women.

I Fix Up the Shop

By **JOHN HOETMER** • Professional, Sand Point CC, Seattle

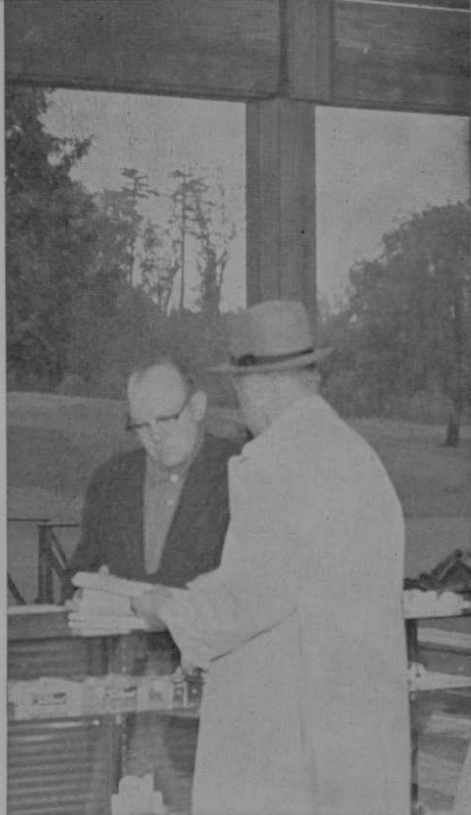
This is the 1st tee as seen from shop. Area in foreground is blacktopped. I was given free rein to renovate shop so that it would be adequate for many years to come. It cost \$40,000 to do it, but was a good investment because \$12,000 had been spent a few years previously without noticeable

improvement. My display area is 22 x 27 ft. and 9 ft. ceiling gives customers plenty of room in which to swing clubs. Walls are finished in pegboard, are painted black, but as you can see, we have good natural lighting thanks to deep picture windows on three sides of the shop.

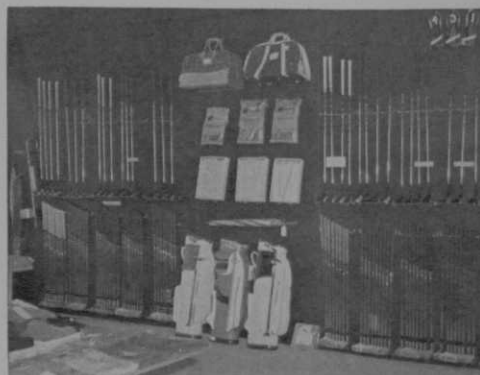




(Above) Shoe dept. in southwest corner of shop with putters and wedges displayed on racks. Door leads to storage room. (Below) This is a club, cart and merchandise storage area, 44 x 27 ft., and thus large enough for us to comfortably store at least 100 carts. I furnish all carts, renting them on a \$3 a year fee basis. Formerly, players owned their carts but I convinced the club that it would be more convenient to handle them on a rental basis. To make the change-over, I purchased 100 carts, all the same make, and arranged to sell more than 200 carts owned by members. The plan is working out fine for everyone, especially for me since it has solved a big storage problem.



Here I am back of the counter, checking a catalog with a sales rep.



This is the wall that works for me — my silent salesman. Being the only wall in the shop, and naturally lighted as it is because of all our window space, it has real sales impact. If you're wondering why we went in for a black wall, it's because we decided that a light colored one would be a little too glaring, considering all the sun and daylight that filters into the shop.