



At Longmeadow CC . . .

SURE SIGN OF QUALITY

Longmeadow (Mass. CC) has built a new pro department building in which Ole Clark presides in an expert and polished manner that is characteristic of this veteran shopmaster. Longmeadow and its professional are distinguished for doing things with a sure sign of quality. There is nothing fancy about the new pro department building (above) of old Longmeadow, but simply the neatness, the thoughtful organization, the well-groomed look and the all-around "class" that mark a prestige club.

The pictures on these pages tell the story of how "Class" sells and, along with it, marks every other operation at Longmeadow.

(a) . . . Ole Clark (back of the counter) has the soul and the looks of a professional who does well by his members, the club and himself by handling everything





so everyone has the feeling that Ole has the gift and desire to run the club's golf program solely for the enjoyment of the member and his family. There's nothing unique about this arrangement. It fits perfectly into the Longmeadow scheme. Although everything seems to run smoothly in the pro department at Longmeadow, the backstage planning by Clark is the real reason for its orderly operation.

(b) . . . this part of Clark's shop (above)

at Longmeadow is an almost ideal example of stage setting for the successful "soft sell." The member comes to the club for fun, and part of that enjoyment is in buying what he needs in a shop like this. While he is waiting for playing partners to arrive, he can relax and look out the window and see the other guys turning 4's into 6's (or with better luck, the other way around.)

(c) . . . it all looks so orderly (below)





and shows such good housekeeping for selling, that you might think it was contrived just to look nice. But over the years Clark has learned that by displaying the clubs at the top and the bags at the bottom of a rack where this sort of space in a shop is available, people buy new clubs and bags and often, too. The arrangement shows club heads at eye-level and gives a big boost to bag sales.

(d) . . . an assistant who knows what the score is is in front in the shop and back of the shop, in the caddie and car operations and outside the shop on the lesson tee and in member tournament operations. He is a lad who does a lot to make a professional successful. Ole knows that as well as any other good pro knows it. He's got that sort of an assistant working here. The kid ought to be good. He has been well-trained. It is Ole's son, James L. Clark. (You see him up close in the photo on page 74).

(e) . . . keeping cars maintained, assigned and operating under pro department management and supervision calls for providing car storage and maintenance facilities (above) convenient to the pro shop. Longmeadow has its golf car department in the pro building basement.

. . . if there was anything that wasn't completely thought out in the planning and construction of the Longmeadow shop, it was the rack room. But this can be charged to a limitation inherent in the design of the building. Ole Clark would like to have had room for vertical storage of golf bags, but he had to settle for the old way of storing them horizontally on shelves. One very useful feature of the room is the setup which enables the Longmeadow shop boy to file members' umbrellas alphabetically.

Herb Graffis

