



Bud Williamson is seen at the right in his new, circular CC of Lincoln shop. Windows are high enough so that he can display merchandise directly below them without shutting out natural light.

CC of Lincoln Has A Day for Bud Williamson

It's in Keeping with Support Members Have Given Their Pro

Bud Williamson is a popular fellow at the Country Club of Lincoln, Neb., Members let him know it at a recent dinner celebrating his 23d year as professional at the club. Tribute to Bud as a key man in the Club's growth from 200 to 600 active members was recorded in a large and beautiful leather-bound book. Members' appreciation of Williamson's service was further expressed by gifts of a custom-made shotgun and a \$5000 Treasury note that were given him. A "Beat Bud" tourney, in which 150 persons played, climaxed the festivities. The net scores of nine golfers beat Williamson's 70. Bud's wife, Cecelia, received a golf charm bracelet from the club members.

Bud's success at Lincoln is best evidenced, though, by the loyal support that golfers have given his pro shop. Over the years, Williamson has found it necessary to carry a very high inventory as a convenience for the members. His heavy investment in merchandise is repaid by numerous sales that cause several stock turnovers each year.

The shop maintains year around operations even though the club is in the heart of the central states and is subject to winter's severest blizzards. The successful 12-month operation is a result of smart merchandising techniques that Bud has developed in 27 years in the golf business.

As part of the 23d year festivities, Bud



Most of the fixtures in the CC of Lincoln shop are custom-made. Rack, at left, has plate glass top. Lounge at right is a departure from the usual in that it is large enough to seat a dozen persons. Liquors service is available here from adjoining men's lockerroom.

opened a new pro shop located on the ground floor of the clubhouse, just below the grill room. The semi-circular shop is at the end of the building and convenient to the parking lot, first tee, practice range and practice tee.

The shop facilities were developed under Williamson's supervision with valuable assists from the club architect, officials and his pro shop staff as part of a \$500,000 clubhouse remodeling project at Lincoln. Around the 180-degree, semi-circular wall, twelve windows are placed about five feet from the floor. This arrangement permits the maximum use of wall space for display without blotting out natural light.

Large Lounge Area

The flat back wall of the shop is of rugged fieldstone and provides an attractive backdrop for the lounge area



which is equipped with three tables and 12 chairs. In this area customers relax with drinks served from the adjacent men's lockerroom and look over the nearby pro shop displays. The lounge and service areas are out of the way of normal shop traffic — a distinct advantage over many pro shop lounge setups.

In the new shop every fixture is mobile.

This simplifies the re-arrangement of merchandise every couple of weeks to give regular customers a new view of the stock practically every time they shop. Bud credits this continual change with being a prime source of sales. "In a static shop, it's easy to shop by habit. If the golfer has to look around a bit, chances are he'll spot something he hasn't noticed before," he says.

The recessed lights installed in the ceiling of the new shop haven't proved adequate in Bud's scheme of mobile merchandising. Often, the area in which he wants to place a display is not illuminated properly. This problem might be solved by several strategically-placed, swivel-style spotlights that could be turned to light the re-arranged displays.

Know Your Customers

"Spotlighting customers can be a successful selling tool, too," points out Bud. "Buy for their individual needs and tastes — make custom purchases for your members. Then, give a specific customer a phone call when you have an item you think would interest him. He'll appreciate the extra service."

Besides the traditional golf supplies, Bud stocks an increasing amount of sportswear. Sales in this department are up 15 to 20 per cent over two or three years ago. During the winter months, club members even can purchase topcoats from Williamson. Since the shop is located just off the men's lockerroom, Bud has found a ready market for men's shaving creams, soaps and cologne.

"Women are buying more," Bud says, "because they now shop more on their own. Our lounge area is a popular gathering spot for the ladies and this helps our sales. As sales to women have increased, we've devoted more attention and space to their needs. My wife, Cecelia, and Barbara Stempski, one of my sales assistants in the shop, handle the distaff department. They both have a sharp eye for new trends in ladies' sportswear and equipment."

Don't Give Them Away

Commenting on his trade-in policy on used clubs, Williamson says, "I always allow a little less than I think I can realize on re-sale. A pro has to make up his mind

Cantrell Tells Why PGA Pulls Out of Palm Beach

In announcing the PGA's decision to vacate the 36-hole Palm Beach Gardens, Fla. golf project on May 1, Warren Cantrell, the pro organization's president, declared that it is five months behind schedule and no action is being taken by the contractor to bring it to completion.

The decision to leave Palm Beach Gardens was made in mid-April following a series of fruitless meetings of the PGA executive committee with John D. MacArthur, owner and developer of the project.

In a letter to MacArthur telling of the PGA's intention to vacate the property, Cantrell cited the following contract violations:

The course watering system is unworkable and inadequate;

A number of details of clubhouse construction aren't completed;

Halfway houses aren't completed and nothing has been done in recent weeks to bring them to completion;

Landscaping of the course and clubhouse area is not adequate and not in conformity with the terms of the contract;

The basic soil structure of the greens is not in keeping with specifications;

Neither the course nor the clubhouse has been approved by the architects employed by the PGA to make final acceptance.

The PGA has been using the two Palm Beach courses and the clubhouse since early in 1964 at the invitation of MacArthur. However, it never has taken formal possession of the project.

The property was scheduled to be turned over to the PGA last November, but delays in construction and legal wrangling caused an indefinite postponement of the transfer date.

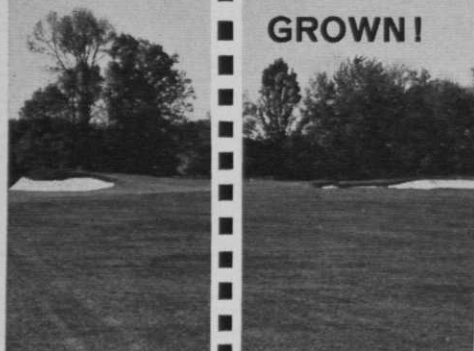
to realize some profit on used equipment. The market for trade-ins at Lincoln is my out-of-state customers, and those who don't belong to the club."

A pro's appeal to his members depends to a great extent on the extras he's willing

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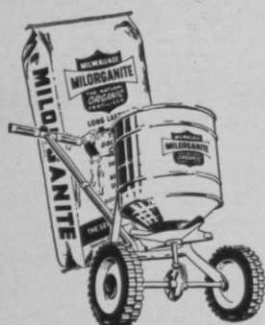


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Day for Williamson

(Continued from page 38)

to put into his job. One big extra at Lincoln are the three hours or so per week that Bud and his teaching assistant, Frank Moss, give to women and junior golfers. "We haven't come up with a better method of selling ourselves, yet," Bud says, "These free lessons don't cut down on the number of paid lessons we give. In fact, they encourage them. Frank and I always have the schedule book filled."

Handicap Board in Shop

Another extra that Bud has successfully turned to the pro shop's advantage is the club's handicap boards. Knowing that one big problem any shopkeeper has is attracting potential customers into the store, Bud has placed the men's and women's handicap boards in the pro shop. The glass-encased boards are felt-backed and specially designed to accommodate the frequent changes that have to be made. The handicaps are figured twice a month. Every golfer is required to register in the shop before teeing off and must fill in his gross score after each round. Literally, Bud gets his golfers into the pro shop coming and going and makes the gimmick pay off in sales.

Plenty of Help

Helping Bud handle his various duties as pro are eight assistants and his wife. Frank Moss is the teaching assistant. Bill Forsell is in charge of the shop and repair jobs. Alan Sochnik, Bill Berliwitz and Jeff Shneider also are shop assistants with Barbara Stempksi helping with sales. Howard Wear serves as a part time golf car and cart maintenance man. Mike Williamson handles the range and miscellaneous jobs. Bud's wife assists in buying women's sportswear and handles the master inventory for the shop.

The smooth operation of any pro shop is the result of efficient business techniques that are seldom seen by the customers. Williamson's books were installed by an accountant to assure that the records would contain complete, accurate and concise accounts of the yearly transactions. Set up in the proper manner, the pro shop accounts are ready to be of serv-

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ice at income tax time and in preparing the year-end profit and loss statements. Bud, his wife and Frank Moss keep these records scrupulously up-to-date. As with many pro shop operations, the CC of Lincoln handles Williamson's billings and collections.

Running inventory includes both the physical cost and selling price of the shop's stock. Moss and Williamson keep close tab on what is selling and what needs special promotion attention. Spot checking of any department at any time avoids embarrassing shortages that result in lost sales.

One complaint that Bud has concerning manufacturers' service to the shop concerns re-orders. "The shoe companies now have a speedy re-ordering service," Bud states. "Why can't other golf suppliers install better and faster methods of handling our re-orders? If we can't get merchandise in pretty much of a hurry we lose quite a few sales."

Bud's accomplishments over the years haven't been restricted to running the shop at the CC of Lincoln, Neb. He started his pro career at Decatur (Ind.) CC and spent two years there. Then, he moved to Orchard Ridge CC in Ft. Wayne, Ind., for seven years.

In competition, the Lincoln pro has won the St. Louis Open and approximately 25 Indiana PGA, Indiana Open and Nebraska PGA titles. On the tour, Bud once placed third at Tam O'Shanter in Chicago and third in the Miami Open.

Golf Writers' Officers

Members of the Golf Writers' Association elected Joe Looney of the Boston Herald, president at their annual meeting at Augusta National CC on the day preceding the Masters. Wallie Wallis of the Daily Oklahoman and Dana Mozley of the N.Y. Daily News were elected first and second vice presidents. Lincoln Werden of the New York City Times was re-elected chairman of the board. Charlie Bartlet will again serve as secretary-treasurer of the GWAA, a position the Chicago Tribune writer has held since the group was formed. Directors are Ben Garlikov of the Dayton, O., Daily News and Bill Fox of the Indianapolis News.