

Elements of Good Design for the Pro Shop

By VICTOR P. SOITZ

Pro, Edgewood Valley CC, Chicago dist.

Location and layout of the pro shop generally are makeshifts at the country club with the result that the pro is handicapped in endeavoring to give members the complete service they have a right to expect.

But even in those rare cases when the pro does have a chance to submit his ideas on the ideal shop to an architect there are differences of opinion among pros as to what is the best location and the best sort of plan for a shop.

Some pros maintain that a shop location in the clubhouse that is on the route to the first tee from men's and women's locker-rooms is the best situation for service and sales. Others argue that the right spot is near the first tee, and that such a location seldom is possible in a clubhouse at the larger clubs. Their opinion is that the pro on busy days really should have his shop where he can keep an eye on the first tee and get back and forth from the shop to the tee in starting the events.

I believe the shop should have the caddie shelter attached and for that reason should be close to the first tee but far enough away so the noise of the youngsters wouldn't disturb the players. An intercommunicat-

ing system can be installed for getting the caddies assigned. In this case the locker-room also should be on the circuit so a locker-room man could call the pro or caddie-master without having to go through the club switchboard.

In the case of the pro shop near the tee it most certainly should be attractively landscaped. Flowers, shrubs and bright awnings must be provided to give a "class" atmosphere. A few comfortable chairs on the porch for members who are awaiting others of their foursome should be provided, too. There should be a fairly large coca mat in front of the pro shop door to catch the dirt from the players' cleats. Should the caddie shelter be adjacent to the pro shop landscaping also must be done there although this work may have to be rather rugged because of the carelessness or vandalism of the kids.

Pro Shop Needs Display Space

One thing that must be considered in pro shops of the future is more floor and wall display space as the pro is steadily increasing the items of merchandise that he keeps available for his members. There is debate among pros as to the relative value of showcases and tables in displaying mer-

The more they see, the more they want. Two views showing merchandise display in the author's golf shop.



chandise. The trend seems to be that one showcase for balls and smaller accessory items is enough, with tables for the open display of other merchandise.

The ideal shop would have enough room for two tables, one for men's merchandise and the other for women's. A table with golf reading matter and a lamp on it, together with a few chairs, encourages people to be at ease. There should be enough ashtrays around to make the job of keeping the shop neat an easier one.

Floor covering is a problem. There are some rugs that stand up well under spike traffic, but even if the rugs do wear fast be sure that you have your floor covering neat and not torn for those tears may trip players who are wearing spikes.

Window location in pro shops often isn't any too good for allowing wall display space or light. Windows in pro shops, if the shops are detached from the main club building, could well be located so somebody in the main building could view the interior of the shop. That would reduce burglary risk. It is a good idea to have easily closed window gratings on pro shops to diminish the risk of theft at night. If the shop has living quarters above it, as is very desirable, the burglary risk is reduced to the minimum.

Inside the shop the window or door arrangement should be so a man in the shop could keep pretty close watch on all other parts of the shop. Mirrors help in this respect.

Storage space for merchandise, a place where the pro can have a desk in which to store his business records and do his paper work, a club-cleaning location where receiving clubs is easy and convenient, storage is handy and the dust not distributed through the rest of the shop, are "musts" for the well designed shop.

There still is plenty of opportunity for improvement in the club storage facilities

at most pro shops. Spaces of various sizes for varying sizes of bags, instead of a uniform size of rack, could save a lot of room in most pro shops. In many shops the layout for handing bags from storage to the caddie is none too convenient. And when the caddie-master sells food, candy, soft drinks, etc., to the boys, the arrangements for this frequently are makeshift and unsatisfactory.

A Portable Pro Shop

The perfect pro shop probably never will be designed and built for as soon as one is done other ideas are brought out by opera-

VICTOR P. SOITZ



tion. I'm having a portable pro shop built; one that I believe will help overcome the handicaps of having a shop rather far from the first tee. It will be a 2-wheeled affair somewhat on the order of the old-fashioned banana wagon. It will be 10 ft. long by 3 ft. wide. It will have a huge umbrella in the center and have step shelves for the display of such articles as hats, caps, visors, balls, tees, tape, sunday bags, gloves, raincoats, umbrellas, etc. My charge book will be handy there so I'll be all set to serve members and their guests.

COVER PICTURE ECHOES SEABEE CONSTRUCTION

Illustration on the front cover of this issue of *GOLFDOM* shows Bellevue CC, Syracuse, N. Y., where golf architect Willard G. Wilkinson is building 3 new holes through heavy timber and rock and reconstructing 8 other holes of the course. Exceptionally fast work in clearing the woodland quarry in less than a month is the result of adapting the Seabees' wartime construction methods.

Wilkinson also is adapting Seabee technique to the job at the Cortland (N.Y.) CC. He comments that the newest method does the course construction

job better and in one-third the time of the mule-and-scraper team used when he started in course architecture and construction with the late A. W. Tillinghast 30 years ago. Despite great increases in wages the new machine method keeps costs in line with those prior to World War I.

On these jobs have been used:

International bulldozers TD9 and TD14, with angle dozers, winches, etc.

The Mall chain saw. At Bellevue 18 acres were cleared in 7 days.

The Cultipacker seeder which, in one operation, cultivates, seeds and rolls. As much as 20 acres can be seeded with full coverage in 20 days.