

Pro Shop to Help Pro Serve His Members

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When pros, club officials and architects are considering pro shop location and planning they may find the accompanying rough sketch of my shop at Ridge CC of help. As a shop for efficient operation of the pro department and convenient service to members I believe mine is about as well designed as any I've seen.

My shop is probably one of the most ideally located shops in the entire district, being on the first tee.

The path from the clubhouse to the first tee terminates at the large porch which is connected to the shop. The practice putting clock is also next to the shop. This clock is a very busy spot throughout the entire summer because the large porch that we have is used as a loafing place for a great many of the members after they have finished their dinner. This porch is also used by all of the golfers waiting their turn to start playing.

Change Displays for Women

I try to keep my display room well filled with all kinds of golf merchandise, including quite a complete stock of wearing apparel. I keep as much of this merchandise displayed on tables and stands as I possibly can. Some time in the past an old merchandiser reminded me that goods well displayed are half sold. We change this display at least every week and sometimes oftener. There have been times when the displays were changed 2 or 3 times a day, depending on the type of play we might have.

On any Ladies Day the men's apparel is moved out and a special feature of women's shirts, sweaters and socks is displayed. Our ladies' play is unusually heavy, about 4 mornings a week. On these mornings we do our best to see that the women know that we have something for them to buy. Before noon these displays are again changed to men's items.

I have been exceptionally fortunate in being able to keep on hand good quantities of golf equipment and wearing apparel during the last few trying years.

I also try to keep my shop well lighted at all times. To this end, I am planning a complete more up-to-date lighting system for next year.

My club storage room is connected with

the display room and this is most desirable. My sales force are continually going over the club racks, finding "leads" for new club sales. We have a well equipped work bench so that we can take care of any repairs we may be called upon to do.

It is important that a golf pro have assistants capable of doing this work. Most new club sales are started through one's assistants being sick and tired of looking at some of the old, dilapidated clubs that some country club members insist on using.

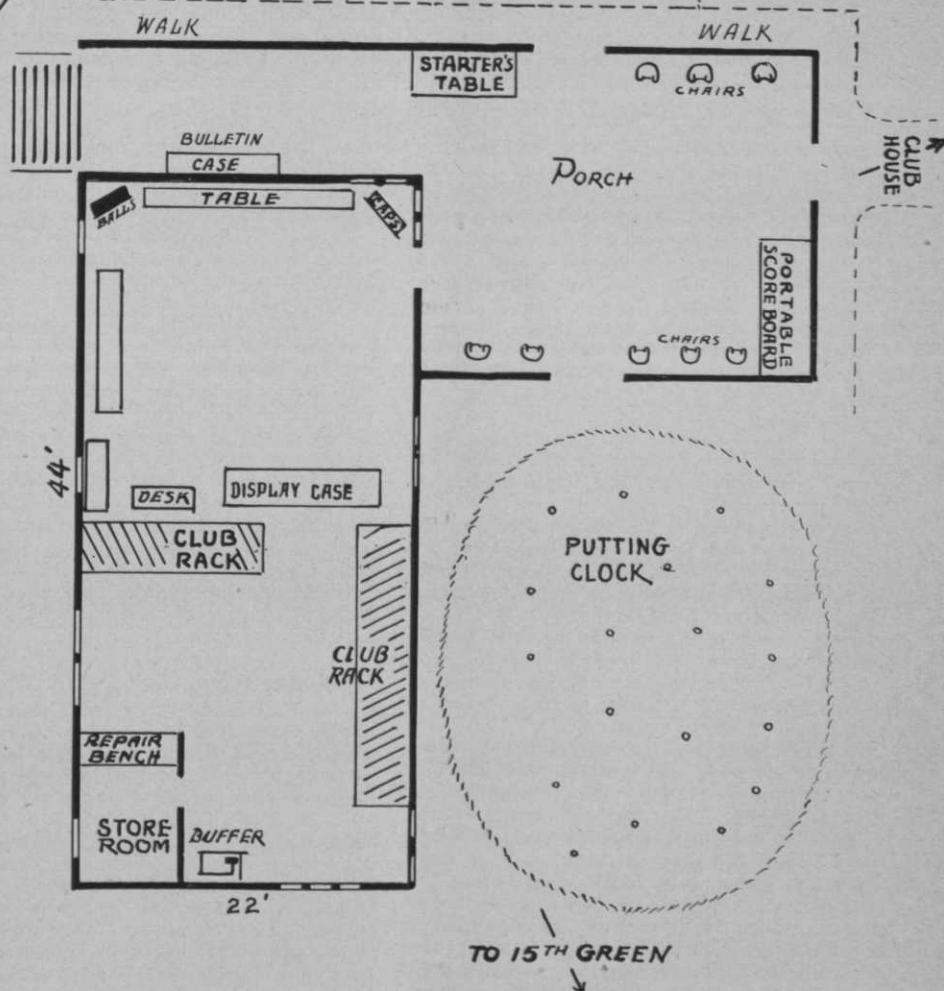
As you can see from the accompanying diagram my shop is 44 ft. long by 22 ft. wide. The front half of this building is used as the display room and the rear half for the club racks. In one corner of the club room is a stock room about 8 feet square. All the walls of my display room are covered with shelves for sets of clubs. The north wall has a row of hooks for a complete display of golf bags. Display cases and tables almost fill my floor space, which means that I do not have sufficient lounging space. However, the large porch takes care of this situation to a great extent.

Poor Locations Mean More Help

One of the commonest faults of pro shops is that they are not located in the right place. Many shops are stuck in some out of the way place and the golfers can go directly from their locker rooms to the first tee without ever getting near the pro shop. This alone means a large loss of sales. Another very bad fault is having the club racks located in a separate building. This means that the golf pro must have almost a double crew to service both buildings.

Another bad fault of some golf pros that I have seen and known is that they will put some youngster in charge of their shop while they are out teaching or playing. In my estimation, it is most important that a golf pro have assistants who are old enough and well enough versed in the golf business to talk to the members in an intelligent manner.

Another very bad fault that country clubs make is to provide a space about 10 feet square and expect their golf pro to do a good job. This is impossible. Lighting systems are also much too inadequate. At



each club where I have been located in the last 20 years, my first job has been to triple the lights that were originally there.

I try to run my shop the way I like to see a sporting goods or haberdashery store look if I go in there to make a purchase. If

the floors are dirty, the show cases are dirty, and the windows are dirty, then I turn around and walk out. I am sure most country club members feel the same way when they walk into their golf shop and see that it is ill kept.

First MRTF Field Day

Approximately 140 people assembled at the Soils and Crops Farm at Purdue University Oct. 22 for a tour of the turf plots and a review of the current research work. The tour and review were under the direction of Drs. H. R. Albrecht and G. O. Mott. The plots contained 66 strains and varieties of bent grasses that were planted in the spring of 1946 to test fairway characteristics. These bent grasses were clipped at fairway height during the summer of 1946. A number of them were superior to others under this treatment. None

were treated to control disease since strains tolerant or immune to disease were to be given every opportunity for showing of unsuitable characteristics. Turf Superintendents attending were given the opportunity of rating the fairway bent plots. Considerable work has been done at Purdue on 2, 4-D tolerance with reference to these strains of bents in the plots. The strains that showed tolerance to 2, 4-D applications are being watched and will be further reported.

In the hope that some day better bent grasses can be propagated by seed rather than by stolons,