

Golfers need to be reminded of their requirements. That's one of the services the pro is expected to render. He must do his selling by wise selection of stock, attractive and easily inspected display and swift service rather than by any high-pressure selling. He is at the club to serve rather than to sell, but he's got to sell and support himself to a considerable extent or the club won't be able to secure the character of pro service required by a first class private organization.

There is a lot of paperwork to a pro's business; far more than the architects, club officials and members realize. But space for a pro office is a rare thing in pro shops.

Also a rarity is adequate storage space for merchandise. The pro today is expected to have on hand an inventory far larger than most members would imagine. The old days of the member being content with having the pro send away for something the member wanted were about gone before the war. Now that merchandise is getting more readily available the members expect the pro to have it on hand.

The burglary risk at pro shops having inadequate storage of stock is a factor architects very seldom consider.

Light from windows, skylights and electrical fixtures is a primary need in the pro shop to give it the cheerful atmosphere every part of a golf club should have. That element is as necessary to the member's pleasure as it is to the pro in the proper display of merchandise.

Not often is there enough wall space for display of pro shop merchandise. The architect must remember that the member of a private club expects his pro to have available for his inspection and possible purchase a wide variety of merchandise. What the architect doesn't know is that generally the pro at a private club stocks and displays more lines of golf merchandise than a high grade down-town store does.

If the architect can figure out how to serve the member without having wall space for the display of this variety, he will be solving a problem that has kept many a pro puzzled for years.

The showcase, except for balls and some small accessories and as a place for the sales books, is on its way out at pro shops.

But in changing to the open table display so merchandise can be seen and handled easily (in most instances protected by cellophane wrappings) the pro again has a problem of inadequate and poorly laid-out floor space. He needs help here and a lot of it from the architect.

#### Layout for Complete Service

Caddie control often has to be centered in the pro shop. It may be necessary to

serve soft drinks and sandwiches to the boys from a place adjacent to where they receive and pass in bags. This the architect also has to bear in mind, and to consider that with many members to serve and many functions to perform the pro department not often has more than a pro, an assistant, a club-cleaner and a caddie-master and usually has some of those jobs combined as one fellow's duties. Hence the layout of the shop must be such that all parts can be watched by one man.

Club storage and cleaning will get back to the former standard as more young men susceptible to training become available. Facilities must be provided so a good and complete job can be quickly and conveniently done.

Club storage facilities seldom are adequate or properly placed. I believe that the best club storage racks are those simple ones made of pipe so the bags can be set in horizontally and at a slight angle. Division pipes would protect further against damage to adjacent bags. Such racks have no sides, top or bottom to collect dust. The storage should be separate from the cleaning room.

I believe that a main reason for the architectural inadequacies of pro shops is a mistaken belief that the good pro shop is only for the pro. It is mainly for the member. It should have some loafing and waiting facilities so the member could stay there and chat until his foursome showed up and not feel that he was in the way.

The pro will be very surprised and highly content if his shop is designed for making service to the member as easy, complete and bright as is humanly possible. Then the pro will get his own profit and satisfaction in due course.

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**GEORGE CHRIST DIES**—George M. Christ, 52, pro at Country Club of Rochester, N.Y., died at his home in Rochester, June 26, after a long illness. George succeeded Walter Hagen as pro at the club in 1918. Prior to receiving a back injury George was an excellent golfer. As a club pro he was a fine pattern of a friend, host and businessman. George had considerable to do with the development of pro and amateur talent in western New York. He was a grand character who'll be missed by golfers all over the country. His widow, a son and three daughters survive.

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**FLORIDA GSA ELECTS**—O. S. Baker, Indian Creek CC, Miami Beach, Fla., was elected pres., Florida Assn. of Golf Course Supts. during the business meeting that was a part of the organization's first annual turf management conference. Ralph Linderman, Mountain Lake (Fla.) CC was elected vp and Ward L. Wood, Palm Beach (Fla.) CC, sec.-treas. The new organization has a membership of approximately 60.