

Schmutte "Dreams" Plans of Ideal Pro Shop

By **LEONARD B. SCHMUTTE**

Professional, Findlay (O.) Country Club

Very few pro shops are designed, equipped and located so the fullest possibilities of service to members can be realized regardless of the pros' abilities and energies.

Architects, club officials and the pros themselves share responsibility for this neglect. In new clubhouse design or remodeling more attention is being paid to the pro shop but still there's a lack of clear realization of what is needed and wanted.

Leonard B. Schmutte, a very successful professional golf businessman, here

tells his ideas of a "dream" pro shop. We think it's one of the most valuable pro business articles **GOLFDOM** has printed.

What do you as a pro or club official think of Schmutte's plan of an ideal shop?

Write us your suggestions or criticism of Schmutte's "dream" shop and see what we all can do together in providing better business establishments for members and pros.

Herb Graffis
Editor, **GOLFDOM**

I have been giving considerable study to remodeling my pro shop at the Findlay CC. My program for remodeling my pro shop is only in the dream stage. This spring's weather, with the rain, the snow and no sunshine is conducive to day dreaming, so if you will join me in a dream, I will show you my ideal pro shop. The floor plan is shown by accompanying sketch.

We leave the locker room and follow the path to the first tee. The "dream" pro shop is so situated that you must pass the front door of the shop on your way to the first tee. Before we enter the pro shop, notice the area immediately adjacent. This tee at the west side of the pro shop is No. 10. It is nearer the shop than is the first tee. The green to the east of the shop is the practice putting green. The east room of the pro shop is the lounge which overlooks the putting green and commands a beautiful view of the golf course. This is the ideal location for a pro shop and wherever the first tee and the tenth tee are near the clubhouse this location can be found.

I would never consider building a pro shop as part of the clubhouse structure but prefer a site apart from the clubhouse and situated, if possible, nearer the golf course proper than is the clubhouse.

Gets Them When It Rains

Did you ever think of the "rain angle" in making plans for locating the ideal pro shop? Where do the golfers go when it rains? They seek the shelter that is nearest and in my plans the golfers seek the shelter of the pro shop because it is located

nearer the golf course than the clubhouse is. I certainly do not wish to see them, my prospective customers, running for the clubhouse when it rains. If they once get there, in the grill or in the bar you may not see them again that day.

Here, in my ideal pro shop, the golfers are visiting with me when it rains. Some are looking at the really fine display of golf merchandise, others are playing cards in the lounge and others are hitting balls into the indoor practice net. There is no doubt in my mind that a pro shop located apart from the clubhouse will attract more traffic than one situated in the clubhouse.

Now let us enter this modern golf lounge and sporting goods store of mine and I will show you something beyond your wildest expectations.

I say sporting goods store because that is just what it is. We sell, not only merchandise that pertains to golf but sporting equipment that is necessary for participation in other forms of athletics as well. During the various seasons of the year we have on display equipment for fishing, trap and skeet shooting, tennis, swimming, hunting and winter sports.

Shop Is Well Lighted

We keep the pro shop open the entire year. In the winter we install indoor golf practice nets in the caddie shelter to the rear of the shop and also during the "off" season we refinish every wood club in the shop. This is part of the service we give for year round club cleaning charges.

Through the main entrance on the south

the dimensions of which are 1 in. x 3 in. x 12 in. The boards are laid, on a sub-floor, in a pattern 1 ft. square with the boards running alternately in squares at right angles to the adjoining square. They are laid on the 1 in. edge resulting in an oak surface 3 in. in depth. This floor, laid in this manner, will not splinter and will last a life time.

Warm-up in Lounge

This room to the east of the display room is the lounge. It overlooks the putting green and first tee. Before starting to play a round of golf the golfers come in here and hit balls from the automatic tee into the indoor net that is situated in the rear.

With this practice they do not start the round "cold" and their scores have averaged considerably lower since that net was installed. During the winter months we install several indoor nets in the caddie shelter so we have golfing facilities the entire year. This is the most popular room of the club. The card tables, the golf library and the general golfing atmosphere add so much to the members' enjoyment of a day at the club. The only entrance to the lounge is from the display room. It is well that there be only one entrance for in this way one person can operate the entire shop and have a knowledge of who may be in the lounge.

Let's take a look at the room where the club cleaning and repair work is done. We enter this room from the display room through the archway at the northwest corner. There is an outside entrance to this room from the south and an entrance from the caddie shelter on the north. When a caddie is called to be assigned a job he enters the room from the caddie shelter, receives the member's golf bag from the caddie-master or club cleaning boy, proceeds on through the room to the front of the pro shop where he awaits the player to whom he has been assigned.

Upon completion of his job the caddie returns the golf clubs to the club cleaning room and places them against the east wall where they are within easy reach of the club cleaning boy at the buffer. The caddie then passes the caddie-master's station where he receives his pay. He then retires to the caddie shelter.

Complete Shop Equipment

Among the equipment and facilities we have for club cleaning are an electric buffing motor (1 H.P. and 1750 R.P.M.) equipped with two 10 in. sewed buffing wheels; a bench 2 ft. x 7 ft. with a sink and hot and cold running water located in the center of the bench; a ¼ H.P. electric motor equipped with a chamois wheel and a loose canton flannel wheel for waxing



Leonard Schmutte, who looks into the future for ideal pro shop.

and polishing wood heads, and other small items necessary for wrapping clubs, for applying fiberloid, for refinishing wood heads, for reshafting, for balancing, etc.

The club repair bench and club storage racks are located in this room north of the display room. The racks are constructed of steel and each individual rack large enough to accommodate the largest golf bag with a separate 4 in. wide bin to store odd clubs, umbrellas, etc., adjoining.

In the southeast corner of the club storage room are located the bins for storage of surplus stock.

To the south of the club storage room is a room for the storage of caddie carts.

I must awaken now and go about my regular business. My dreaming is over for the day. The sun is shining and golfers are in line waiting for lessons and I am tired of typing.

This "dream" shop may come true some day. It will be a great day for club members when they have a shop like this. It'll mean that the pro department can increase its service to members in ways that will mean greater value for what the member pays in initiation fees and dues.

And the "dream" shop will mean greater opportunities as well as greater responsibilities for the professional.

NEED SUPPLIES? SEE PAGE 85
