

# Pro Shop Designed to Fit Modern Club's Needs

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Arrangement and outfitting of the pro shop requires careful study by the pro, club officials and architect as the properly designed pro shop involves a somewhat unique combination of display, sales and service facilities, club "atmosphere" and convenience in being correctly handled by one or two men, even at rush periods.

It also requires compact and adequate storage facilities and protection against burglary, due to the often detached and remote location of the shop, as well as easy supervision by the assistant or club-cleaner when the professional is at the lesson tee or conducting club events at the first tee.

A delicate and difficult part of the pro shop problem is that of not having it look just like the golf department of a downtown store. There has to be distinction which will reflect the pro's expert standing as a selector and adviser in supply of golf goods, yet one can't go too strong on the old craftsman's shop look which was fitting in the days of bench-made clubs but which doesn't go in today's fast pace of golf goods selling.

Another factor that must be considered is that of making the club shop fit right into the class of the club. So many visitors come into the pro shop that if it isn't up to the standard of the rest of the club the guests notice the discordant note and wonder what the reason is. The members are not attracted to the shop and are rather apologetic about it when they have guests.

The pro does the best he can and frequently is able to do a good job of locker-room selling to make a living and to see that members of a private club get what they are entitled to for their membership fee and dues.

## Modern Shop for First Class Clubs

But for a first class club these days the members must be served out of the sort of a shop my club has made available to me. The diagram and key I believe clearly illustrates the features of this shop.

It will be noted that the club storage racks and cleaning and repair facilities are conveniently located. Good club cleaning boys are hard to get these days and convenient facilities must be provided for their work. They must have enough room so they can handle a lot of bags going out and coming in at rush hours. The club cleaning wheels must be located and/or equipped so dust won't be blown in over stock in the pro shop. Dust rapidly deteriorates the appearance of pro shop merchandise and fittings and is especially to be prevented with so much of pro shop selling today depending on women. Women notice the slightest bit of dust, dirt or disarray around a pro shop and are apt to comment on it to their husbands in a way that does the pro's reputation as a businessman no good.

You will notice that the arrangement of display cases is such that merchandise is attractively exposed to the view of everyone who enters the shop.

I am against the over-crowding of display cases and display tables. Too much merchandise gives the pro shop a "cheap store" look. Keep changing your displays often. Have the prices showing plainly, but don't have the place looking like you're showing everything you've got in stock. This is a fine point about pro shop display. You don't want to miss sales by not having popular items in plain sight; at the same time you want to educate your potential buyers so they'll know you have in stock practically everything — and in wide price ranges — that a golfer wants for his or her game.

## Scoring As Selling Aid

One of the highly important features of my pro shop arrangement is the registration desk. The whole pro shop virtually is centered on that point.

Here the members and guests must register before playing and most post their scores after playing. That not only enables our men's and women's handicapping sys-

tems to be operated with fairness to all but enables me to keep a close watch on member's scores and see who might need some helpful and discreet advice on playing.

John Haertel, chmn. of our handicap committee, has done a most helpful job for members and for me in this matter and I urge other pros to discuss such an arrangement with their handicap chairman.

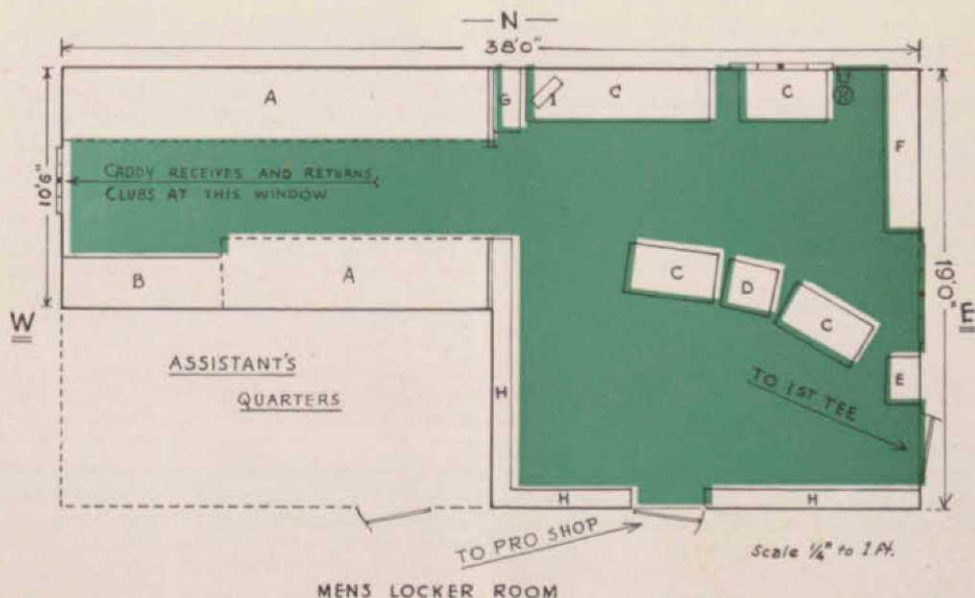
We have an unusually good scoring average among our 270 men members. Their average is 88.8. I think that the remainder of the score registration has had much to do with developing the good scoring average. We also have very active competitive programs for men and women and in mixed events.

Although we have 97 men players older than 50 we've got many under 40, too. I think we may have a higher percentage of lefthanded players than any other private club in the U. S. We have 11 of them; most of them rather consistently low-handicap players.

The average number of games all our members played from April 10 to Oct. 4, last year was 20, according to the registered scores. I'd estimate that our registration system is so generally observed that the entire membership didn't play more than an average of four games last year without registering their scores.

Study of a record such as Haertel compiles is most illuminating to a pro. He sees that the class A players average many more games per season than the players in the higher-scoring classes. One of our doctor members last year played 68 registered rounds. His registered scores ranged from 76 to 92 and averaged 84.13.

All of us who are experienced as club professionals know that the better a player scores the more he or she plays — and generally, the greater their patronage of pro shop and lesson services. We conscientiously try to keep a watch on our members' games and help them improve but that's a hard job to do thoroughly along with discharging the many other



Calderwood's pro shop is designed for maximum display and economy of operation. Description of facilities is as follows: (A) 252 — 10" x 10" club storage racks; (B) A 7' bench for repairs and club-cleaning; (C) Showcases — one 8' and three 4' cases. Two 4' cases are placed in center of floor — one on each side of cash register. A 4' and an 8' case are placed on the north wall; (D) Cash register — sits on a small cabinet with ball case to the left and glove and accessories to the right; (E) Registration desk and storage cabinet — cabinet top is slanted. Members register here BEFORE playing and post their scores after playing, serving the double purpose of showing who is on the course and facilitating the securing of scores for the Handicap chairman; (F) Stock cabinet 7' long and 18" wide with 35' of shelf space. Seventy-five per cent of sales are made from this cabinet eliminating over-crowding of merchandise in show cases; (G) Filing cabinet; (H) Club display shelves — 56' of shelving 8" wide and four feet above the floor; (I) Intercommunication system — Four master stations are placed as follows: Men's lockerroom, office, pro shop and first tee; and (X) Phone to caddy house.

duties of a pro, unless such a registration list as we maintain is before the pro as a guide and reminder.

#### Service Data on Members

I carefully record and frequently study data on my own members which helps in giving them sales service.

My card record for each member shows name, home and business addresses and telephone numbers, and sizes of socks, shoes, slacks, shirts, gloves and hats. On the card also are "important dates" for the member and his wife. These are birthdays and wedding anniversaries. Those records have enabled me to solve gift shopping problems for many members.

One thing that the pro often reminds himself when he gets a good shop is that every detail of his operations has to be up to the standard of the shop appearance. His merchandise selection must be thoughtfully made and his records and business promotion paper, and personal work must be of Grade A business standard. Otherwise the finest shop architecture and fittings won't increase his sales volume and satisfaction to his members.

However, it's my observation that the personal qualifications and operations of professionals at better clubs generally is far ahead of the shop facilities provided. The club handicaps itself more than it does its pro when it hasn't a properly located and designed shop.

### New Facilities Plan Book Great Community Aid

The popularity of golf as America's greatest outdoor participants' game for all ages places the golf club in the unique position of fast becoming an important asset to complete the social and recreational facilities of the smaller community. It's an asset that provides the needed attraction to hold the younger people who are being brought into the game through high school and college instruction and the middle aged men and women with a recreation facility they will appreciate and sponsor and support financially.

Organizing, planning, building and maintaining a golf club are the big problems confronting any group who are assigned or undertake the responsibility of creating this addition to the recreational facilities of the community. To help solve these problems and to assist individuals

and groups in that work, the National Golf Foundation has published a beautiful new 80-page comprehensive guide that gives the answers to about every question that may arise.

Experienced club officials, golf course and clubhouse architects, greenkeepers, engineers, golf professionals and manufac-



turers have collaborated in the preparation of the book, edited by Herb Graffis, making available a volume of practical, detailed information, simply told and generously illustrated.

Contents of the book cover in detail the following general subjects: Organizing and Financing, Getting Publicity, Membership Drive, Planning and Building the Course, Watering the Course, Keeping Records, Golf Course Budget, Landscaping Course and Clubhouse, Keeping Course Well Groomed, Sand Green Construction, Bermuda Grass Maintenance, Planning the Golf Clubhouse, Planning the Golf Professional's Shop, Caddy Management, Model By-Laws and Service Helps. Illustrations include numerous photographs with informative captions, design map for community center, green and approach contours, preliminary sketches, grading, drainage, seeding and planting plans and green construction details.

This volume is available to those who want to establish a golf course, especially in the smaller towns where the need is recognized and financial limitations are a consideration. A copy of the book which carries the title "Golf Facilities" may be obtained by sending \$2.00 directly to the National Golf Foundation, 407 South Dearborn Street, Chicago 5, Ill.