

Get Advice of Experts in Improving Pro Shop

By MAX ELBIN

Professional, Burning Tree Club, Bethesda, Md.

With restrictions on building, the improvements in pro shops that are long overdue in many cases will have to be made in easy stages. Nevertheless these improvements will have to be made simply for the reason that they primarily are for the increased interest and service of the club member. In times of national tension the private golf club, because of its membership including a high percent of the community's and nation's leaders, has more of a responsibility than I think is realized sometimes. Every phase of a club's activities has to be calculated to freshen up the members and give them renewed pep for going back into their particular sector of the battle line at home.

Consequently a "new look" at the pro shop is very important to the members. The pro's benefits come as an accompanying element but, as all the pros know, the pro doesn't have to worry much about the success of his operations being pleasantly reflected in his financial statement when he makes his first thought his members' enjoyment.

Pro shop conditions vary so much that a lot of ingenuity and expert advice is needed to make whatever alterations and improvements can be afforded. The pro and the club officials need all the help they can get from architects, store planning specialists, carpenters, painters and electricians. They all can supply ideas that will make the shop inviting to the member and prospective customer. But first they have to understand the pro's problem which, at a private club is not the problem of installing a small store into club facilities but the problem of adding another pleasant convenience to add to members' enjoyable use of the club.

Shop Must Be Appropriate

The pro shop must have an atmosphere that fits the club. If the shop isn't appropriate and indicates the character of the club then somebody had better get busy revising the shop quickly.

Location and size are primary factors in the right sort of a pro shop. Often there are possible rearrangements of clubhouse space that will fit the shop location and size better into the operating scheme than it was fitted in the original plans.

Preferably the shop should be located in the clubhouse so traffic from the locker-room to the first tee and from the eight-

eenth green to the locker-room goes through the shop. It should be on the same level as the locker-rooms. Shops in out-of-the-way locations in clubhouse basements or second floor are inconvenient for the players and are visited only when the player is in need of some playing equipment. Many of the needs the members don't realize until they are reminded by attractive displays as they walk through a shop.

Second in importance in pro shop design and construction is the matter of lighting. Large windows are excellent and prove helpful in creating a cheerful atmosphere and in presenting the shop merchandise in the proper light. A dull look in a pro shop doesn't do the members' temperament any good either for enjoying their games or for buying merchandise.

Large windows help give a shop the all-important appearance of cleanliness. These windows encourage members to spend some time in the shop, particularly when they can see from the windows some of their friends playing.

If light can't be supplied naturally get electricians or illuminating engineers from your electric company to advise on the most fitting artificial illumination. Don't get any sort of lighting just because it shines brightly. There are many selling and mood tricks to artificial illumination that the pro possibly never imagined.

Wall, fixture, ceiling, floor, rug and curtain color is very important in the pro shop. Much can be done with paint and colored materials in giving the shop a most attractive appearance.

Displays should be installed along walls at eye level and be well lighted. The floor displays also can get more attention to lighting than often is received. So many times the possible customer doesn't get a clear, attractive view of the merchandise for sale.

When possible, shelving rather than cases, should be used to display the accessories such as clothing, shoes, headwear, etc. This may require a bit more work in keeping the stock clean but that's one of the best ways spare time can be spent around a pro shop. Cellophane wrappers protect merchandise and routine dusting takes care of the rest of the job. You want customers encouraged to get the



YANKS AND MEXICANS IN FIRST TEAM EVENT

Winning American team headed by Capt. Fred Moseley and Lennie Wendland, and Mexican team headed by Oscar Casso and Syl Polak, assemble at Casa Blanca CC, Laredo, Tex., at conclusion of first International medal play championship. Pro "Lefty" Stackhouse of Casa Blanca who engineered the historic debut of another friendly international golf competition is behind trophy.

merchandise in their hands for inspection. Then the customers sell themselves.

Distribution of Area

If there is enough space available there should be a main sales room for the display and sale of merchandise. There also should be space where a potential customer could swing a club, and where customers could be fitted for shoes and apparel.

The pro's office space, storage of merchandise, bag and cart storage, club cleaning and repair facilities, and in some cases, caddy supervision, also require thoughtful arrangement of space and, usually, more space than the architect provides.

There is a lot of room for improvement in club storage at most clubs. In the first place, there could be better rack construction, preferably with rounded front support (possibly piping) to keep from injuring bags.

The floors of the pro shop are very important. A rug gives the shop an air of luxury and brightness and adds to the homey look that most pro shops should have. The pro shop that is best for the members and the pros sells without any air of sales pressure but because it has the charm of a place that exists only to add to the player's enjoyment of the club.

The rug will need to be vacuum-cleaned or swept perhaps just often enough to have the assistants inclined to be careless, but you'll notice that a clean rug is a rather accurate indication of the way the shop staff is on the job in all other details.

Like most other pros, my ideas of the ideal shop for my members are mostly a dream for—and again, like most other

pros, my shop at Burning Tree is limited in space and in making the best of its possibilities I'm stopped short of what I'd like to have for my members. But each year I try to make some change and improvement to give it a freshened look and subtly get across to the members I'm always wondering what I can do to make the place better for them.

Midwest Shade Tree Conference to Be Held in Chicago

The sixth annual meeting of the Midwestern Chapter of the National Shade Tree Conference will be held Feb. 14-16, 1951, at the LaSalle Hotel, Chicago, Ill. More than 300 persons interested in the maintenance and preservation of trees and shrubs are expected to attend the meeting which opens at 9:00 a.m. Wednesday, Feb. 14.

Included among the papers to be presented on the conference educational program will be the following: "Mosquito and Fly Control with Chemicals," by Thomas J. Lynch, Arborist, 526 Greenbay Road, Winnetka, Ill.; "Turf Management in Tree Areas," by William H. Daniel, Dept. of Agronomy, Purdue Univ., LaFayette, Ind.; "Dutch Elm Disease and Control Measures," by Roger U. Swingle, Div. of Forest Pathology, USDA, Columbus, Ohio; "Liquid Feeding of Trees," by S. W. Parmenter, Arborist, Kent, Ohio; and "Scale Insects and Control Methods," by J. E. Busart, Entomologist, Velsicol Corp., 330 E. Grand Ave., Chicago, Ill.