



Harry Todd's Pro Shop Has Class and Working Room

Harry Todd's shop at the Lakewood CC, Dallas, Tex., is on the line between the clubhouse and the first tee, and faces the practice putting green. The location is next best to having a shop in the clubhouse where traffic between men's and women's locker-rooms, the first tee and the eighteenth green goes through the shop.

One thing about the Lakewood shop that often is skimmed in pro shop layout is ample room for club storage, handling of bags to and from caddies, club cleaning, repairs and storage for merchandise. Back shop design is getting to be more of a problem with the increase in bag cart use. Garaging of bag carts, whether club- or member-owned, is a problem that's a long way from being solved.

Especially at clubs where women are frequent users of bag carts has the storage problem become acute. The carts, if collapsible, are stacked away on the tops of lockers and in corners and cause, so it is reported, some very unladylike language when a perfect lady has a cart tumble onto her noggin or scrapes the hide off her shapely gams.

There is more than the matter of ample space involved in getting the back part of a shop laid out and equipped for satisfactory operation. The bag bins have to be designed and constructed for quick and easy handling of bags, without damage to the bags, and so dust will not collect. Some pros have been experimenting with bins

that have round crossbars as the bin construction in many shops scrapes or splinters or is difficult to keep clean. A few have installed bins with rollers made of pipe as the bottoms on the bag storage compartments. These jobs are similar to compartments used in storing pipe and seem to have possibilities in pro shops although at present it's hard to get pipe and the cost is sky-high.

Another feature of Todd's shop that's well worth noting is the practice ball rack. In numerous shops space is so limited that practice balls have to be stored in a makeshift manner.

In the back of the Lakewood shop there's a washstand and that's practically an essential that for some reason has been forgotten in too many pro shops that are detached from clubhouses. For completeness the detached pro shop should have toilet facilities as a convenience to aging members and whoever's stuck in the shop while others of the pro shop are out teaching.

It will be noticed that the Lakewood shop layout is such that through the glass panels in the swinging doors a fellow in the back of the shop can see anyone entering the shop or in the neighborhood of the cash register. This is a little but important detail when there may be only one man having to attend to the front and the back of the shop and the other pro staff men are at work outside.

Lighting and ventilation are especially



good in Harry's new shop. The big full-length windows in the front of the shop let so much daylight in that on a sunny summer's day in Texas the venetian blinds are a smart utility. More pro shops could use colorful or plain venetian blinds instead of cloth curtains.

Artificial lighting also is expertly located in the shop. It will be noticed that the type and location of the fixtures spotlight apparel, shoe and club displays.

The shelves and cases are light and easy to keep clean. Color was carefully selected to make the merchandise stand out and look its best. You can see from the bag display why bag sales are good at Lakewood. Clubs are displayed out of their boxes as Todd has found his members are more inclined to grab a club, feel it and inspect it, when the clubs are displayed loose.

The furniture is simple, bright and in good taste. The floor covering is bright and is easy to keep clean.

You'll notice that there is practically no display of price tags. The Lakewood mem-

bership is from very well-to-do rich. In many shops the wide shelving of the Todd shop would provide space that could and should be used for showing prices of the displayed merchandise.

Another thing about this class club shop that you ought to study is the attractive display of apparel and shoes that's easy to see even though a sales counter is in front of the display. A door that leads out toward the first tee gets some traffic walking close to the shoe display and near enough to the apparel so the dress goods don't appear to be located where they are handy only for close inspection by the pro shop staff.

Having specialties displayed on tables on the floor of the shop where prospective customers bump into being reminded of what they need is questioned by pros at the wealthier clubs. Some pros think the table display may make the shop look like a bargain sale is going on and not be in keeping with the class of the club membership. Others take the view that it's better to have a table display of some especially timely items than to have to mention out loud to the members that they should buy what they need.

In Harry's case the members are pretty much in the habit of lively buying at the pro shop so the pro shop's doing all right as it is.

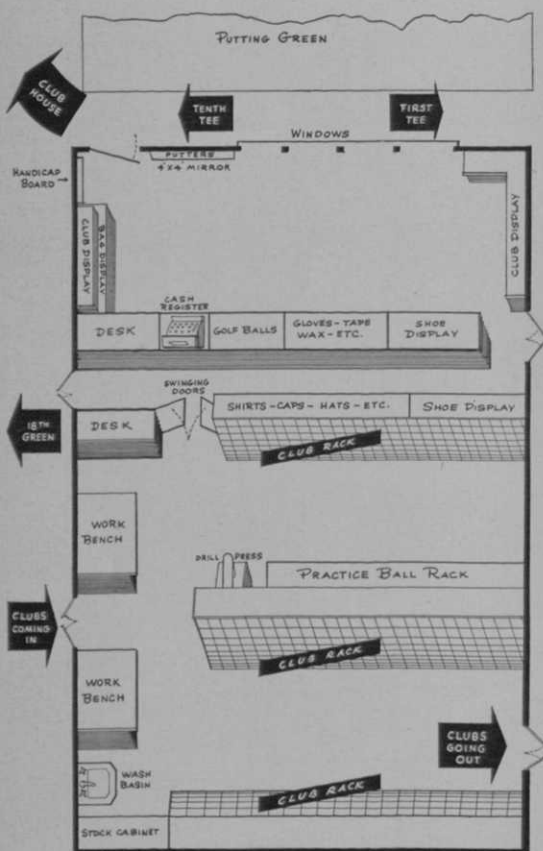
However, at some clubs we've seen shops that are so handsome people may miss the idea that the reason the shop is there is to sell as a service to the members. Then the table that boldly but silently shoves merchandise right at people who should be buying really boosts sales.

The table may not look in superb and discreet harmony with the rest of the beautiful shop, but it sells goods the members need and would want if they were reminded. Then the table looks very pretty when the pro does his bookkeeping.

You will notice there are two desk spaces for the pro—one in front of the Lakewood shop and the other one where the paperwork can be done in the back of the shop.

1952 Jaycee Junior to Eugene, Ore.

The 1952 USJCC National Junior Amateur Championship will be played on the Eugene (Ore.) Country Club course with the Eugene Junior Chamber of Commerce serving as hosts to the seventh annual event. Selection of Eugene as the site of the '52 championship was made by the USJCC executive committee at the organization's recent annual business conference in Miami. Tentative dates for the tournament have been set for the third week in August.



Floor Plan of Harry Todd's Pro Shop.