



Pinehurst's new pro shop has a lot of window area. Note the ventilators under the windows. These may be opened in summer and closed in cool weather. The four large glass panes under the eaves at the end of the shop are temporary and will be replaced by ventilator fans.

Pinehurst's NEW SHOP

**Ventilation, Lighting, "Resting Corner,"
Scoreboard and Flooring are
Noteworthy Features**

The new shop at Pinehurst, N.C., shows many interesting features the famous old golf resort decided to install after studying the buying service requirements of the thousands who visit its four courses each year.

Due to the large majority of Pinehurst players being from clubs where first class pro selling service is presented there's not the primary need of the sales push of open table display such as extensively used, except for the balls and accessories, at most modern shops. But there's still plenty of open display (not shown in the illustrations) at the new Pinehurst shop.

The lounge space at one corner of the shop is a very attractive arrangement.

A permanent scoreboard is on the back wall of the new shop at Pinehurst. The ground rises away from the shop so all standing on the incline can see the scores. Players leaving the last green of the No. 2 course pass the board on the way to the clubhouse. The board is lit so night work may be done, if necessary. The platform is removable.

There comfortable chairs invite golfers who can watch others playing and who can talk golf in the pro shop atmosphere.

A little dressing room adjoins the pro shop.

Ample storage space for pro shop stock is provided.

The ventilation and wooden block flooring are two details of the new Pinehurst shop that are going to be studied get the attention of numerous pros and club officials. The air circulation is planned to



make the shop comfortable in warmest weather but not to provide the sharp, undesirable contrast between outside summer air and interior air-conditioning that has made some golfers and club officials hesitate to make air cooling general throughout clubhouses and pro shops.

Time will answer how the small oak blocks with the grain vertical compare in wear, cost and general satisfaction with other materials available for spiked shoe traffic.

The former pro shop at Pinehurst now is being used for club storage. It provides space for storage of about 1000 bags.

Another fairly recent and highly popular innovation at Pinehurst is the installation of the driving range at the Maniac Hill practice area. Players can rent balls in buckets of 20, 50 or 75. It's cheaper and more convenient than hiring a caddie for shagging. The practice ball

rental arrangement has more than doubled the use of the practice area.

The character of Pinehurst as a long-established golf tournament and vacation spot makes certain that all who come there are going to arrive rather well prepared to play and expecting the finest facilities. Hence the merchandising problem is to make certain that anything that might have been forgotten by the player, but which contributes to enjoyable golf, must be available to the shop.

There's also the element of association that figures in buying at the Pinehurst shop as numerous visitors look around for something new that they can talk about at home as something they bought at Pinehurst. That selling factor, effectively used by pros at leading private clubs and the leading resorts, is very well and discreetly played in the Pinehurst shop.

Photographs by John G. Hemmer, Pinehurst, N.C.

Notice the interesting spotlighting in Pinehurst's new shop. At the right is lounging space where golfers can sit relaxed and watch others drive off the first tee and come up to the 18th green of the No. 2 course. There's a small dressing room and storage space for shop stock back of the display room and a work bench to the left of the display cases. The floor is of small oak blocks with the end grain upward which is believed to be an answer to heavy traffic of spiked shoes.

