

Schmutte, Pro-Designer, Has Completely Workable Shop

LEONARD SCHMUTTE, professional at the Findlay (O.) CC, certainly is a man qualified to design a pro shop that is a very valuable sales service station for club members and guests and a profitable operation for the professional.

Len has been in professional golf for 38 years. During the past 21 winters he has worked for the Ohio Oil Co. as commercial artist and architectural draftsman and has collaborated in designing the very modern, practical service stations that sell Marathon gasoline and oil. Petroleum products retailers have intense competition and they must have service stations located and designed with a high degree of expert study and genius to attract trade, hold it with superior service, and to permit swift and wasteless operation.

From the distinctive requirements at a golf club and the general sound principles

of retail merchandising at an oil company service station, Schmutte worked out the new Findlay CC pro shop The shop has proved to be up to the most optimistic expectations of club officials, members, guests and the professional. The long and thoughtful planning has paid off all around.

Back of Shop Shows Thought
The shop is a thoroughly planned job,
with the back of the shop having received
as much thoughtful attention as the sales
front section. Too often the front sections
of shops are very well done but the working
backgrounds are adequate or planned for
satisfactory use.

At Findlay the problem of cart storage—a problem of increasing concern—has been very well solved in space adjoining the bag storage room. The bag storage compartments, by the way, are 11½ in. square, allowing plenty of room for large



bag storage and storage of extra clubs, umbrellas, etc. In the cart storage room provision is made for storing some carts on the walls, but in a way that permits convenient handling of the carts without straining the boy who's handling the carts.

The Findlay pro shop is in a building located on a direct path from the locker-room to the first tee. The tenth tee is close to the west side of the locker-room and the practice putting green is on the east side of the pro shop.

Handling of clubs after use is arranged on a stream-lined plan. The caddies put the bags through a window, or the carts are pulled through a door, into the clubcleaning room where club washing sinks, a buffer, a club washing machine and a repair bench facilitate fast and complete care of the clubs.

Provides for Caddies

There's a large caddie recreation room, with lavatory and toilet, which the kids have made a clubroom of their own. This has been a most practical asset in helping to attract desirable caddies, keep the kids pleasantly engaged when they're not working, and having them handy for super-





vision from the pro shop.

The office space and storage facilities deserve a lot of attention. Now the produties at a first class country club call for so much paper work involving club operations and the pro's buying, selling and accounting, that facilities must be provided to enable the pro to handle this part of the job with least possible loss of time.

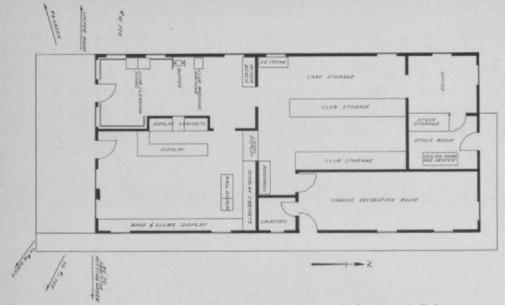
There is a disappearing stairway going into the attic where there is a large area of storage space for large articles.



Work Bench Important

The work bench is designed to provide compact and adequate facilities for jobs that pro shops ought to be able to do in caring for members' clubs without sending them back to the factories and experiencing the delays of factory scheduled that are becoming increasingly crowded due to lack of competent club repairmen or equipment at pro shops. Schmutte as a skilled veteran, and with assistants he has trained, can do work in this shop that in quite a





Study of Schmutte's shop floor plan shows thorough and over-all planning of all departments.

few shops would have to be sent to factories.

The porch of the shop makes the place virtually a clubhouse. There the members can relax, visit and imbibe a few soft drinks while watching other golfers complete their rounds.

Charm, Utility, in Display

The main display room is finished completely in knotty pine. Other rooms are paneled up 4 ft. from the floor with plywood and from that point up to the ceiling with Celotex.

Showcases are glass top and fronts with storage space beneath. The recessed display shelves provide, in most cases, for merchandise displayed at an angle to catch the eyes. Schmutte is strong for having merchandise plainly pricemarked. Effective use is made of display shelving stepped-down to almost floor level.

Bags are displayed in bins. The bags are frequently changed. Over the bag bins is an open display of shoes.

Considerable attention has been given to the location and selection of lighting so the merchandise will appear as bright and as attractive as in use in the sunshine.

All rooms are lighted with two tube fluorescent lights. In addition to these lights in the main display room there are four spotlights at the end of the fluorescents. As there are two sets of the fluorescents in the display room the eight spots can be used to focus attention on some special display.

In the display room there also is indirect lighting behind the panel that runs the length of the club display. There also is indirect lighting in all the recessed show cabinets.

With the various spots lighting can be changed from very bright to a golden mellow or to a single spot — all of which produces different and pleasant illumination for various weather conditions. On cloudy days the bright lighting is used; on bright days the artificial illumination is mellow. At night the effect of single spots is strikingly attractive.

Orville Young, Moraine Supt., Writes Lawn Book

Orville W. Young, supt., Moraine CC, Dayton, O., has written "Better Lawns and Turf," a book that will be very useful to the home lawn owner. The 62-page, well-illustrated book sells for \$1. As far as we know it's the first book on lawn production and care that has been written by a golf course superintendent. Young, 19 years supt, at Moraine, has done the sound sort of a job you would expect of a practical authority and tells the lawn owner the answers that can be applied with the limited equipment, time and know-how of the lawn owner. The book may be obtained from Young, 1130 Stroop Rd., Dayton, O.