



An attractive, well lighted place best describes the Ft. Myers CC pro shop. It's inviting to members who like to come in and relax and at the same time get a glimpse of the latest in golf equipment.

Service to Golfer, Easy Operation Are "Built-in" Features of Ft. Myers Shop

By HERB GRAFFIS

VERY definitely the Ft. Myers (Fla.) CC is one of the reasons why the area is attracting many northerners who have looked over Florida seeking sites for winter homes. Professional Roland Wingate and his wife, Kay, give the Ft. Myers club a quality of operation that is on a level

with exclusive and far more expensive clubs in the north.

The course is in excellent condition. Wingate engaged Mike Mahannah as consultant on maintenance and Mike showed such good results that several wealthy winter residents dug down to pay for increased water supply required for further improvement.

Last winter a pleasant and well laid-out clubhouse was built which has as one of its features the Patty Berg room, a bright and delightful spot announcing that this is Patty's home club. Her parents live in Ft. Myers the year around and Patty, when she manages to get a little time off in the winter, spends it in this Florida west coast city.

Built For Service

The new pro shop at Ft. Myers is one of the best—for service to golfers and operation by the pro department—in the south.

Another view of the front of the shop which looks out on a pleasant picture—1st and 10th tees and 9th and 18th greens.





Emphasis is on display at the Wingate shop. There's plenty of window space here, enabling the pro to bring all his artistry into play in arranging merchandise so it will be tempting to members.

It is located very close to the first tee and has large windows through which the first and tenth tees and the ninth and 18th greens can be seen.

Those windows, as will be noticed on one of the accompanying pictures, are very effectively used as show windows. The displays are frequently changed. The windows bring many golfers into the shop. It may be seen in this picture that part of the course is reflected by the window glass. A few chairs in front of the pro shop invite taking it easy instead of having the golfer break down in first-tee impatience. Other clubs could profitably copy this idea.

Windows Attract Business

The show windows, Wingate says, have far more than paid their cost and have scored with members who comment that they wish their pro shops "back home" had such reminders of what is new and what is needed for golf.

Wingate's shop has about 3000 sq. ft. of space, two-thirds of which is devoted to caddy-cart and upright rack storage. The upright rack storage, Wingate says, practically eliminates damage to members' golf bags and is a great space saver. There are 132 bags stored in a space 6 ft. wide by 25 ft. long. An idea of the upright bag storage and the cart storage may be obtained from the picture of this department of the shop. Cost of the upright bag storage is decidedly economical. In this part of the shop is the repair bench, a surplus stock room,

and the caddiemaster's desk.

The two views of the front third of the shop show what bright and inviting store space Wingate provides. The displays generally are open. There's a putting rug, comfortable chairs and a table on which is plenty of golf reading matter.

In one corner of the shop is a railed-in section that has the ball and accessory counter on one side. There is a great deal of personal service given to men and women golfers by the pro department and this section is set up as headquarters for this service which, in a way, is a very cheerful sort of a chamber-of-commerce expression of welcome. Floridians, incidentally, excel at this sort of thing.

There is a lavatory and toilet in the front as well as in the back part of the shop. The front section also has a dressing room in which customers may try on merchandise, in addition to Wingate's office which is located opposite a door leading to the repair shop.



Upright bag racks, according to Ft. Myers pro, save space—more important cut down on damage to equipment. At left of carts are repair facilities.