

Bolt's Shop at Knollwood

Tommy Bolt's new shop at the new club, Knollwood, is not a radical departure from most pro spots but it is a well designed place where every piece of merchandise comes in for a share of the shopper's attention.

Bolt has his soft goods concentrated in what amounts to a large island display in the center of the shop while playing equipment, for the most part, is shown in racks that line three walls. Tom also goes in for



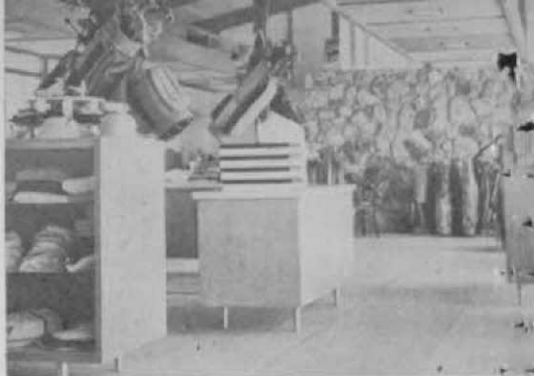
Here is how Knollwood shop looks from the starter's desk. Large glass area at roof line and along both sides supplies plenty of natural light. First tee is located on one side of building and 10th tee on the other side. Golfers coming from clubhouse to course will enter pro shop at left rear.

overhead displays of clubs and bags that have a very arresting affect.

Like many new shops, Bolt's emporium is well lighted. A bank of overhead, recessed lights that run down the center of the shop give the merchandise plenty of dramatic affect and chase the gloom away on dark days. When the sun is shining, as it usually is around Knollwood, Bolt catches most of it through the glass front of his shop as well as through a large glass area that extends back about five feet from the roof line. This bright solution of the lighting problem, plus the uncongested traffic pattern that prevails even when the shop is crowded, enables Bolt and staff to keep customers in a buying mood.

Photos by Chuck Curtis

Assistant Pro Joe Balch looks over golf socks display at Bolt's emporium. Overhead displays of clubs and bags are used extensively.



Interior of Tommy Bolt's shop at new Knollwood CC, San Fernando Valley, Calif. Case at left front faces golfer heading for first tee. Clothing merchandise is concentrated in center of the shop. Nine holes at Knollwood are in play and second nine will be ready in 1958. Robert (Bones) Hamilton, former Stanford football star, is club pres. and Bob Hope is vp.



Bolt and his sales assistant, Jackie Blush, look over clubs at the newly constructed shop. The course is one of many new golf facilities being opened in Southern California.

