



# More Care Needed in Designing, Locating Pro Shop

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*Checklist Suggested as Aid in Orderly, Comprehensive Planning of Department*

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How does your pro shop rate with (1) your possible customers and (2) with you?

Every pro with experience and modern merchandising ideas knows that next to his own thinking and actions, his shop determines how well he will attract and serve golfers and consequently enable him to earn enough to make the job worth the time of a first class pro.

The pro cannot do much energetic personal selling. If he uses too much high pressure at a private club, members resent it. If he is too vigorous in selling at a public course, not only potential buyers but other merchants may resent his hard selling.

But when the shop is correctly located and designed and expertly decorated, lighted and outfitted with display devices, it does a big selling job which not only is beyond criticism, but earns for the pro appreciation of convenient service and the profit that comes from increased volume.

## Too Many Hands

The professional does not always get a chance to design what he believes will be a good shop. Too many inexperienced people get into the act as committee members or as architects. They don't know what is needed and what is practical. As a result there are such mistakes as a long, low window that takes up almost one side of a shop and reduces the required display space so the shop is bound to look cluttered.

Other new shops are very pretty but just don't have the layout or looks to get men or women to think about buying. They look more like lounges or grill rooms without bars. There is not as much buying as there should be in these beautiful spots. There should be a happy medium between the clubhouse and the store in the looks and atmosphere of the wisely planned shop.

A fundamental factor that must be checked in pro shop plans is the function of the place beyond the display and sale of equipment and supplies.

In addition to the display area and club storage, cleaning and repair facilities, the storage room for reserve stock and an office for the professional, who often has to do a lot more paper work for the club and himself than golfers realize, there may be other facilities needed.

## How About Big Costs?

The pro section usually needs facilities for the storage and quick and convenient handling of bag carts. There is a definite trend to standardized bag carts on a fleet basis at clubs so the pro staff can handle carts quickly and with minimum labor.

Caddie quarters also must be closely coordinated with the pro department for the convenience of both pro and caddie master or, in some cases, control of the caddies by the pro or an assistant.

In recent years it has been found highly advisable to have the golf car traffic from storage to club loading to first tee

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**"MEMBERS ENJOY GOLF MORE" with**



**says BILL HALTER, Pro.**

Union Country Club, Anna, Ill.

"Last year almost 70% of my club storage members owned CART-BAGS. This year I'm sure even more will join the trend to CART-BAG in 1961. Your company has constructed a most worthy product for golfers — which has really helped my club storage problem, too. I personally feel the CART-BAG has made my members enjoy golf more since their change to the easy-pulling CART-BAG."



**"PRO ONLY POLICY WONDERFUL"**

**says JOHN K. REIDY, Pro.**

Leicester (Mass.) Golf & Country Club

"My players used to come in with CART-BAGS purchased elsewhere, but now your Pro Only policy has forced them to come to me. Thanks! Ladies were first purchasers, then husbands borrowed — now they're buying CART-BAG themselves. CART-BAGS conserve space even when not folded. No cut or bruised fingers folding other carts to fit into storage. We just wheel the CART-BAG to space, and that's it!

**IMPORTANT . . .** We have endorsements from over 100 Pros who have each sold 50 or more CART-BAGS. If you, too, have sold over 50 CART-BAGS, we would like your statement — to help us promote the "Pro Only" policy.

Meanwhile —

**PROVE CART-BAG POPULARITY AT YOUR CLUB!**

Remember . . . They're SOLD THROUGH PRO SHOPS EXCLUSIVELY!

Write for illustrated folders.

**SIT-N-REST GOLF BAG CORP.**

**637 E. Center St., Milwaukee 12, Wis.**

**CART-BAG**



- In FOUR NEW 1961 MODELS
- For 6 Irons, 4 Woods "SPECIAL" . . . \$32.50
  - "COUNTRY CLUB" (with seat) . . . 36.50
  - For 10 Irons, 4 Woods . . . 36.50
  - "MASTER SPECIAL" . . . 36.50
  - "MASTER" (with seat) . . . 39.50

## Pro Shop Planning

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and then from 18th green to club unloading and storage. This is under the pro dept. supervision. It calls for thoughtful planning and a good deal of pioneering. There is a lack of satisfactory precedent in this phase of the shop building design. To the newness of the problems is added the old fact that almost every golf club has different types of operating conditions.

### Ask the Right Questions

The professional, his club officials and the architect have trouble in planning an efficient pro dept. because they do not always know what questions to ask themselves in determining the basis for the job.

The pro in revising and modernizing an old shop, or in appraising a new one, usually does not survey the situation in an orderly manner but skips about in his appraisal and possibly overlooks locating the major flaw in the shop.

### Check List Suggested

After inspections of hundreds of pro shops, discussions with numerous professionals, pro salesmen, shop designers,

club officials and retailing authorities outside the golf field, GOLFDOM has compiled a check list that will provide assistance in the planning or appraisal of a pro department.

The practical merit of the check list method is that it enables the planners or inspectors to work on conditions peculiar to the situation — and very rarely are there two clubs alike.

### Where to Have the Shop

First of the factors to be studied is location:

Is pro shop to be part of clubhouse or in separate building?

What is for or against pro dept. being in, or detached from, clubhouse?

What is location with respect to traffic to and from men's and women's locker-rooms? to first tee? to 18th green? to parking area?

What is the burglary risk in proposed location?

What is the fire risk in proposed location?

What is the setup with respect to caddie quarters and the issuing of bags to caddies and taking them back for club cleaning and storage, and the payments of caddies?

## "YOU CAN DEPEND ON A **NASSAU** GOLF CAR"

Says Jock Hutchison, Jr., P.G.A. Member Professional, Skokie Country Club, Glencoe, Illinois



*"Shot making or instructing, my NASSAU is a pleasure and an aid from the first tee on."*

Jock chose a NASSAU Model

Write for literature and prices, on NASSAU one and two passenger models with three tire options.

120 for his own use last year. The Skokie country club opened the '61 season with a fleet of new Model 70 NASSAU cars.

### **PARRETT MANUFACTURING COMPANY, INCORPORATED**

777 Paw Paw Avenue • Benton Harbor, Michigan • Telephone WALnut 7-3151

Is starting and scoring of club events to be done from pro shop or at first tee and 18th green, or by some other method?

Have men's and women's golf committee heads been asked their ideas about the most useful and attractive location for the pro shop?

What are good points or errors about pro shop locations at other clubs in the area?

What are drainage, water, electricity, sewerage conditions?

How is the light and air circulation?

Is there room for satisfactory enlargement of the building, if needed?

Other questions concerning the location for a pro shop or pro department building best fitted to a club's requirements will arise after the foregoing questions are discussed.

#### **Ideas Wanted**

GOLFDOM will greatly appreciate hearing from professionals and others who can suggest additional factors pointing to the correct location of a pro shop, or who have comment to make concerning the points noted in the preceding paragraphs.

The check list method of making an exploratory survey of the proposed pro shop also should apply to such elements as:

Function (type and extent of service required.);

Size;

Floor plan;

Display, storage and back-of-shop facilities;

Color and lighting;

Layout and surfacing of surrounding areas;

Type of architecture (if building is detached from clubhouse.)

#### **Michigan Association Officers**

Burt R. Shurly, Jr., Detroit, is pres. of the Golf Association of Michigan. Vps are Neal E. Fitzgerald, William B. Crawford and Dr. Frank R. Lovell. Robert E. Howell is treas. and George H. Webb, sec. There are 64 member clubs in GAM, formerly known as the Detroit Dist. GA.

#### **Dutch Elm Control**

"Dutch Elm Disease and Its Control in Kansas" is the subject of Bulletin 434, issued by the Agricultural Experiment Station, Kansas State U., Manhattan. Sections in the booklet tell of the history of the disease, outline how it spreads, describe the offending elm bark beetle and suggest methods of sanitation and general tree care.