The "Distance" Ball of them all!

Tee up to a new golfing thrill

North British balls, made in Scotland ... played the world over by discriminating golfers who prefer the finest.

AT PRO SHOPS ONLY

North British Golf Balls from Scotland

[This advertisement will appear in the July issue of national magazines]

North British • 480 Lexington Ave., N.Y.C.

July, 1947
Schmutte "Dreams" Plans of Ideal Pro Shop

By LEONARD B. SCHMUTTE
Professional, Findlay (O.) Country Club

Very few pro shops are designed, equipped and located so the fullest possibilities of service to members can be realized regardless of the pros' abilities and energies.

Architects, club officials and the pros themselves share responsibility for this neglect. In new clubhouse design or remodeling more attention is being paid to the pro shop but still there's a lack of clear realization of what is needed and wanted.

Leonard B. Schmutte, a very successful professional golf businessman, here tells his ideas of a "dream" pro shop. We think it's one of the most valuable pro business articles GOLFDOM has printed.

What do you as a pro or club official think of Schmutte's plan of an ideal shop?

Write us your suggestions or criticism of Schmutte's "dream" shop and see what we all can do together in providing better business establishments for members and pros.

Herb Graffis
Editor, GOLFDOM

I have been giving considerable study to remodeling my pro shop at the Findlay CC. My program for remodeling my pro shop is only in the dream stage. This spring's weather, with the rain, the snow and no sunshine is conducive to day dreaming, so if you will join me in a dream, I will show you my ideal pro shop. The floor plan is shown by accompanying sketch.

We leave the locker room and follow the path to the first tee. The "dream" pro shop is so situated that you must pass the front door of the shop on your way to the first tee. Before we enter the pro shop, notice the area immediately adjacent. This tee at the west side of the pro shop is No. 10. It is nearer the shop than is the first tee. The green to the east of the shop is the practice putting green. The east room of the pro shop is the lounge which overlooks the putting green and commands a beautiful view of the golf course. This is the ideal location for a pro shop and wherever the first tee and the tenth tee are near the clubhouse this location can be found.

I would never consider building a pro shop as part of the clubhouse structure but prefer a site apart from the clubhouse and situated, if possible, nearer the golf course proper than is the clubhouse.

Gets Them When It Rains

Did you ever think of the "rain angle" in making plans for locating the ideal pro shop? Where do the golfers go when it rains? They seek the shelter that is nearest and in my plans the golfers seek the shelter of the pro shop because it is located nearer the golf course than the clubhouse is. I certainly do not wish to see them, my prospective customers, running for the clubhouse when it rains. If they once get there, in the grill or in the bar you may not see them again that day.

Here, in my ideal pro shop, the golfers are visiting with me when it rains. Some are looking at the really fine display of golf merchandise, others are playing cards in the lounge and others are hitting balls into the indoor practice net. There is no doubt in my mind that a pro shop located apart from the clubhouse will attract more traffic than one situated in the clubhouse.

Now let us enter this modern golf lounge and sporting goods store of mine and I will show you something beyond your wildest expectations.

I say sporting goods store because that is just what it is. We sell, not only merchandise that pertains to golf but sporting equipment that is necessary for participation in other forms of athletics as well. During the various seasons of the year we have on display equipment for fishing, trap and skeet shooting, tennis, swimming, hunting and winter sports.

Shop Is Well Lighted

We keep the pro shop open the entire year. In the winter we install indoor golf practice nets in the caddie shelter to the rear of the shop and also during the "off" season we refinish every wood club in the shop. This is part of the service we give for year round club cleaning charges.

Through the main entrance on the south
As advertised in the POST and HOLIDAY

Total combined circulation per issue over four million copies.

To benefit from the player preference thus created, stock, display and sell Golf’s Finest—The Super-Charged Sweet Shot.

BALANCE!

Perfect balance in a golf ball means score-cutting accuracy—in flight—on the drives—on approaches—in pitching—and in putting. The Sweet Shot’s perfectly balanced, super-charged construction is exclusive and patented. For the ball that champions play, buy the Sweet Shot at your Golf Course Shop. Ask your Pro. The Worthington Ball Company, Elyria, Ohio, U. S. A.

Worthington
WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER
Since 1904
we enter the display room of the pro shop. The wall display cabinet against the east and north walls will probably first attract your attention as it is lighted by hidden fluorescent lights and in a room such as this, with subdued lighting, that wall display cabinet really stands out.

The lower section of the cabinet consists of a series of drawers in which is stored the stock of merchandise that is on display above. This storage section of the wall cabinet is 3 ft. high and 3 ft. from front to back. The upper section of the wall cabinet is 4 ft. in height and 2 ft. from front to back. In this section we have on display golf clubs, bags, etc., and other sporting goods equipment when the season calls for it.

On top of the storage drawers and in front of the upper section is a shelf for the open display of merchandise. This cabinet is finished in knotty pine as is a panel 7 ft. high around the entire room. The walls above the panel and the ceiling are finished in celotex, the color of which blends nicely with the knotty pine.

Notice the two archways in the northwest corner of the room. The one in the west wall is at the caddie master’s station while the one in the north wall is at the club repair bench. From either of these positions it is possible for one person to oversee the entire shop as well as serve the caddies.

The handicap rack and the tournament score sheets are paneled on the west wall. Under this area is a long narrow bench upon which I have an open display of merchandise.

The window seat to the right of the entrance against the south wall is also used for open display.

My desk is situated in this display room against the north wall.

Two display cases, each with three shelves, complete the display area in this room.

I want you to notice the floor in this “dream” shop. I don’t believe you have ever seen anything like it in a pro shop before. It is constructed of hard oak boards.
Greater Than Ever in history is the demand for the famous Dunlop Maxfli—the ball that is revolutionizing the game of so many players.

It is the one ball that makes it possible for every golfer—no matter how he plays—to use the ball that exactly fits his game.

- For the Par Player there is the Maxfli One Dot—the ball preferred by leading tournament winners.
- For the good golfer who wants a ball that will deliver every yard his stroke calls for, and yet is packed with durability, the Maxfli Two Dot exactly fills the bill.
- For the player who is looking for a ball that can "take it" and that will give him more play for his money, the Maxfli Three Dot was made to order.
1—"CHIEF" TRACTOR
This rugged, powerful tractor is specifically engineered to team up with gang mower units for fast, economical work. Powered by a 100 hp. Chrysler industrial engine, the "Chief" has four forward speeds from 7.5 to 47.5 m.p.h.—a complete range for every working condition.

2—STANDARD FAIRWAY MOWER
Available in 3, 5 or 7 gang units, the fast-working Worthington Fairway gang mower maintains golf fairways and other large grass areas with a minimum of labor, time and cost. Individual gang units may be quickly added or withdrawn and the gang can be easily attached to any type of wheel tractor.

3—RANGER
The Ranger attachment consists of a Worthington Grass Blitzer type triple gang mower with its own hydraulically operated transportation wheels. A touch of the control lever and the entire gang mower is lifted and the transport wheels set down. Its 7 foot cutting swath (3—30" units) makes quick work of cutting jobs at parks, cemeteries, estates, institutions and highways.

4—GRASS BLITZER
The 9 gang is capable of mowing 46 acres per hour at a speed of 20 miles per hour. Ruggedly built for duty on airfields, golf roughs and road approaches, the sturdy "Grass Blitzer" is available in 3, 5, 7 and 9 gang units—a size and capacity to fit any need. The 10" reel with 4, 5 or 6 blades will answer the needs of your own local conditions.

5—OVERGREEN
A combination greensmower, tee mower, gang mower and utility tractor, the Overgreen disposes of cutting jobs quickly and thoroughly at a minimum of cost and effort. It is particularly effective on greens where its speed, capacity and efficiency really lighten the maintenance load.
Cutting Job, There's a SPECIALIZED MOWER DELIVERS FAST, LOW COST MAINTENANCE OF  
★ GOLF COURSES  ★ HIGHWAYS  ★ PRIVATE ESTATES  
★ PARKS  ★ CEMETERIES  ★ AIR FIELDS  
★ SCHOOLS  ★ COLLEGES  ★ INSTITUTIONS

FOR FULL INFORMATION SEE YOUR NEAREST DISTRIBUTOR

ALABAMA
Yielding Brothers Co.  Birmingham 3  Phone 3-8231

ARIZONA
Arizona Hardware Co.  Phoenix

CALIFORNIA
H. V. Carter Co., Inc.  San Francisco 5  Phone Sutter 0562 
Hardie Manufacturing Co.  Los Angeles 11  Phone JE 8118

COLORADO
The Carson Brothers  Denver  Phone Fremont 7919

FLORIDA
Island Landscape Co.  Palm Beach  Phone 3202

GEORGIA
Evans Implement Co.  Atlanta  Phone Main 3153

ILLINOIS
Chicago Fence & Equipment Co.  Chicago 41  Phone Kildare 1000 
Parklawn Equipment & Supply Co.  Rockford

INDIANA
Riley's Lawn & Golf Course Equipment  Indianapolis 2  Phone Garfield 6600 
Mr. Fred E. Greiner  R. R. 2110, Fort Wayne

IOWA
The All-Wheel-Drive Co.  Davenport  Phone 4-7137

KENTUCKY
Dixie Lawn Supply Co.  Louisville  Phone Wabash 6737

LOUISIANA
Southern Specialty Sales Co.  New Orleans 13  Phone Raymond 8172

MARYLAND
J. S. Connolly Co.  Bethesda 14  Phone Wisconsin 6600

MASSACHUSETTS
C. M. Sawtelle Marblehead  Phone Kirkland 2000 
Weldenmiller-Magovern Co.  Springfield  Phone 3-6638

MICHIGAN
Hiram F. Godwin & Son  Detroit  Phone Redford 0361 
Grass Cutting Equipment, Inc.  Grand Rapids 2  Phone 8-2490

MINNESOTA
R. L. Gould & Co.  St. Paul 1  Phone Garfield 5377

MISSOURI
D. B. Bell & Son  Kansas City 5  Phone Hiland 5657 
Chas. G. Kruelmeyer Machine & Parts Co.  Wellston, St. Louis  Mulberry 7250

NEW YORK
Arthur D. Peterson Co., Inc.  New York 17  Phone Mohawk 4-4151 
George melted & Co.  Long Island  Phone Garden City 8621 
Roberts Hardware Co.  Utica  Phone 4-6138 
Thomas H. Bradley, Inc.  Watertown 
Grass Cutting Equipment Co., Inc.  Rochester 9  Phone Culver 6874

NORTH CAROLINA
Mr. Henry Westall  Asheville  Phone 1373

OHIO
Molin Industries  Cleveland 21  Phone Evergreen 3000 
Mr. Wm. V. Barton  Toledo  Phone Kingswood 1198 
Jacobsen Power Lawn Mower Co.  Cuyahoga Falls, (Akron)  Phone Walbridge 1413 
Lawn & Golf Equipment Co.  Dayton  Phone Taylor 5643 
Berger Manufacturing Co.  Cincinnati  Phone Kirby 1968

OREGON
"Stiffi" Jennings Marina  Portland 1  Phone Broadway 5595

PENNSYLVANIA
G. F. Carson  c/o Worthington Mower Co.  Stroudsburg  Phone 310 
Lawn & Golf Supply Co.  Philadelphia 19  Phone Pennsylvania 9-3800 
Golf Course Supply Co.  Pittsburgh 19  Phone Court 2496

RHODE ISLAND
Woodworth Bradley, Inc.  Providence 3  Phone Dexter 4226-4227

TENNESSEE
Mr. F. R. Van Rensselaer  Knoxville 30  Phone 4-5219 
Weekley Equipment Co.  Memphis  Phone 8-6972 
Wilson's Outdoor Equipment  Jackson  Phone 971

TEXAS
Overton & Ross  Dallas 1  Phone Riverside 5836 
Overton & Ross  Houston 3  Phone Charter 4-0656 
Overton & Ross, Inc.  Wichita Falls  Phone 2-3278

UTAH
The Salt Lake Hardware Co.  Salt Lake City 9  Phone 3-3771

WASHINGTON
Bryant's Marine, Inc.  Seattle 5  Phone Melrose 0090

WISCONSIN
Sales Department  Jacobsen Mfg. Co.  Racine  Phone Prospect 6530

NON-EXCLUSIVE
NEW MEXICO
Morrow & Co.  Albuquerque  Phone 9187

WYOMING
Worthand Machinery Co.  Cheyenne

CANADA
ALBERTA
C. N. McKeown  Calgary  Phone M5103

BRITISH COLUMBIA
Dominion Drag Saw Co., Ltd.  Vancouver  Phone 9825

MANITOBA
Ward Williams  Winnipeg  Phone 43 733

NOVA SCOTIA
Paul's Engineering Sales, Ltd.  Halifax

ONTARIO
Wm. Rennie Seeds, Ltd.  Toronto 2  Phone Elgin 9381

QUEBEC
John C. Russell  Montreal 2  Phone Office: Marquette 7456

SASKATCHEWAN
Kramer-Church Tractor Co., Ltd.  Regina  Phone 3330

WASHINGTON
Mr. John M. Holmes  Washington 5, D.C.  Phone District 9648

WORTHINGTON MOWER COMPANY
STROUDSBURG, PENNSYLVANIA

Subsidiary of JACOBSEN MANUFACTURING CO., RACINE, WISCONSIN
the dimensions of which are 1 in. x 3 in. x 12 in. The boards are laid, on a sub-floor, in a pattern 1 ft. square with the boards running alternately in squares at right angles to the adjoining square. They are laid on the 1 in. edge resulting in an oak surface 3 in. in depth. This floor, laid in this manner, will not splinter and will last a life time.

Warm-up in Lounge

This room to the east of the display room is the lounge. It overlooks the putting green and first tee. Before starting to play a round of golf the golfers come in here and hit balls from the automatic tee into the indoor net that is situated in the rear.

With this practice they do not start the round "cold" and their scores have averaged considerably lower since that net was installed. During the winter months we install several indoor nets in the caddie shelter so we have golfing facilities the entire year. This is the most popular room of the club. The card tables, the golf library and the general golfing atmosphere add so much to the members' enjoyment of a day at the club. The only entrance to the lounge is from the display room. It is well that there be only one entrance for in this way one person can operate the entire shop and have a knowledge of who may be in the lounge.

Let's take a look at the room where the club cleaning and repair work is done. We enter this room from the display room through the archway at the northwest corner. There is an outside entrance to this room from the south and an entrance from the caddie shelter on the north. When a caddie is called to be assigned a job he enters the room from the caddie shelter, receives the member's golf bag from the caddie-master or club cleaning boy, proceeds on through the room to the front of the pro shop where he awaits the player to whom he has been assigned.

Upon completion of his job the caddie returns the golf clubs to the club cleaning room and places them against the east wall where they are within easy reach of the club cleaning boy at the buffer. The caddie then passes the caddie-master's station where he receives his pay. He then retires to the caddie shelter.

Complete Shop Equipment

Among the equipment and facilities we have for club cleaning are an electric buffing motor (1 H.P. and 1750 R.P.M.) equipped with two 10 in. sewed buffing wheels; a bench 2 ft. x 7 ft. with a sink and hot and cold running water located in the center of the bench; a 1/4 H.P. electric motor equipped with a chamois wheel and a loose canton flannel wheel for waxing and polishing wood heads, and other small items necessary for wrapping clubs, for applying fiberloid, for refinishing wood heads, for reshafting, for balancing, etc.

Leonard Schmutte, who looks into the future for ideal pro shop.

The club repair bench and club storage racks are located in this room north of the display room. The racks are constructed of steel and each individual rack large enough to accommodate the largest golf bag with a separate 4 in. wide bin to store odd clubs, umbrellas, etc., adjoining.

In the southeast corner of the club storage room are located the bins for storage of surplus stock.

To the south of the club storage room is a room for the storage of caddie carts.

I must awaken now and go about my regular business. My dreaming is over for the day. The sun is shining and golfers are in line waiting for lessons and I am tired of typing.

This "dream" shop may come true some day. It will be a great day for club members when they have a shop like this. It'll mean that the pro department can increase its service to members in ways that will mean greater value for what the member pays in initiation fees and dues.

And the "dream" shop will mean greater opportunities as well as greater responsibilities for the professional.
Good Tees Mean “Love at First Sight” of a Course

By TED BOOTERBAUGH

If you have tees that are ragged and poor, your members can’t go out on the first tee and pound themselves on their chests and say, “Boy, this course surely looks to be in fine condition.” If your tees are poor, they probably will say, “Why don’t we get a greenkeeper around here and get a little grass on these tees?” The first impression of golfers of our golf course is the tee. If you can start them out on a good, clean tee, you are starting them off in a good frame of mind and they will probably go around and feel a little better at the end of their game of golf.

First, a word about construction. We have 2 tees to each hole and each tee averages about 2000 sq. ft., so that we have a total of approximately 4000 sq. ft. of tee area for each hole, and by having the 2 separate tees it makes a little more variety of play on the course, and you can also always have a nice clean tee for special occasions that arise occasionally. So 2 tees, I think, are very important to a private course because on the private course they really demand a lot.

The tees we have are bent grass which I think is the only thing for private courses, because members demand very close cutting on private courses, as we all know, and you can’t get by with bluegrass tees which you have to cut higher than you do the bent. I might also say that my good neighbor and friend, Lester Holland, has bent tees and he has had very heavy play, and I think during the war he mentioned once that there was one year he didn’t do any replacing of divots at all, and his tees recovered remarkably well.

FERTILIZATION: I usually follow the practice of fertilization in the spring of the year, with 10-6-4 at the rate of about 20 pounds per 1000 sq. ft. The remainder of the season, every 6 weeks we fertilize with organic fertilizer, about 30 pounds per 1000 sq. ft.

I like to topdress 3 times a year, spring, mid-season and fall.

WATERING: We water very heavily twice a week, usually Monday and Friday because those are the days that the play is light, and we make two-and-a-half-hour settings, 2 settings per tee. It takes one man practically all day. Each day we are watering, that is, Monday and Friday, we use inch hose with the type of sprinkler that breaks the water up into a nice mist so that we are not watering half the rough at the same time.

CUTTING: We cut 2 times a week, Monday and Friday. Those are the off days, and that is when we get our best licks in. We have our schedule figured so that the cutting is done Monday and Friday. We cut five-sixteenths of an inch.

DISEASE AND INSECTS: We treat for dollar spot on tees only when the attack is very severe. During the war we didn’t treat for dollar spot at all because of the scarcity of material, and we found that tees recovered. Of course some attacks were quite bad and it took a little while to recover, but they didn’t suffer too much. Regarding insects, the only thing we had trouble with in Milwaukee was with angleworms, and we treat each spring with about 3 pounds of arsenate of lead per 1000 sq. ft., which seems to hold them down okay.

CHANGING THE TEE PLATES. We usually change them 3 times a week, and Sundays. When the greens are cut, we change just the short holes that are badly chewed up. When a change is made on a tee, we usually make a change of about 15 feet from the old setting to the new, so that they are not near to a part of the tee that is all disfigured, and then we can come back and make in-between settings, so we can use one tee for two weeks play, and they don’t look too bad.

PLUGGING DIVOTS: Repairing damage we usually try to do once a week. We have a plugging strip along each tee, about 40 inches wide and about 50 ft. long, which we use for plugging, and when divots are replaced we water immediately and they take hold very readily.

WEED CONTROL: If the bent is maintained properly, you don’t have to worry about weeds in tees, because the bent is progressive enough that it will hold the weeds out of it if it is kept in good condition and healthy and well-maintained. Next spring I plan to use 2, 4-D on them before the weather gets too warm and to follow that up in the fall, because we have got to check weeds.

(Continued on page 65)
THE PLUS BUILT INTO

WILSON TOP-NOTCH GOLF BALLS IS....

Blended

Exclusive Wilson break-away package keeps each ball clean until ready for use.

IT'S WILSON TODAY IN SPORTS EQUIPMENT