



## Wingate's Shop Looks "Homey"

**R**OLAND WINGATE'S shop at Ft. Myers (Fla.) CC, shown above and on the opposite page, is one of those shops that has golfers wanting to drop in and visit or to buy a few golf balls. Before they leave they've seen something else they need and they go out happy with a useful purchase that they hadn't planned to make. This is one of the pleasant jobs of first-class selling at a golf club; get them to buy instead of having to sell them... merchandise is out in the open where it can be examined closely. What assures the selling charm of the place is perfect neatness and brightness.

### Informed Chairmen Main Hope of Superintendents

By ALBERT ALLEN  
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"Which is the most important problem that faces golf course maintenance?" That is a simple question and I wish I could answer it that simply but there are many problems that confront the present day golf course superintendent.

Starting from the top down there are the club officials to whom you are directly answerable. Some are in office only one or two years and just when they are beginning to understand some of the problems that confront you, another election comes up and your headaches start again. Clubs would be much better off to get a good man in office and leave him alone for awhile.

We have a system at Kernwood that I think is part of the answer. The chairman of the Green Committee has men on his committee who are familiar with conditions and when the chairman steps down one of the committee is in line for his job. That way you get somebody who is not green to the job and relations between the chairman and superintendent are much more harmonious.

Next in order is the superintendents' salaries. Superintendents as a whole are not paid a salary commensurate with their abilities and the responsibilities that their positions call for.

Too often superintendents are directly responsible for a plant that is worth up to a million dollars and are getting laborer's pay. Something is wrong somewhere.

Then comes the wages of the ground



It just fits Fort Myers, a delightful little town on southern part of Florida's west coast. The place doesn't have a store or shop look; it looks like a place that's *ing* shop. The caddy shortage is acute there. The cart storage problem is fairly well solved by plenty of space in the middle of the rack room.

The pro shop is away from the clubhouse, and right close to the first tee, the putting practice green and a luncheon and 19th hole terrace. When the pro doesn't have much help in the rush hours a roomy layout such as that at the Ft. Myers club solves a lot of problems.

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crew. They are not paid enough to induce a good man to do his best or to be interested in greenkeeping as a vocation. Most of them have 8 months work a year and then they have to find another job. As a consequence you have a green crew to break in each year.

#### **More Work — Less Time**

Maintenance is a much more complex problem than it used to be. Members are much more demanding than they were 15 to 20 years ago. With increases in rounds of golf up to 600% or more you have much more work to do and less time to do it in, as the players take the course over early in the day to late at night.

Tees have to be enlarged to take care of the increased play, greens require meticulous care, mowing at least 6 times weekly, plus steady fungicide and fertilizer applications. Fairways have to be nearly the condition that greens were in not too many years ago, and so it goes

all down the line; more headaches and less thanks, and it's no wonder that many superintendents are seriously considering some job less nerve wracking, especially after a year like 1952 which in New England was the worst in golf course maintenance history.

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Sales of clubs taken as trade-ins can be handled in a way that makes very good public relations for the profession. Caddies who get first choice of the trade-ins are lads who are interested in golf and who'll keep regularly at work at the club.

If there are municipal employees (firemen, police, mailmen, et al) they should be given early opportunities to get excellent trade-in buys.

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