

"Classiest Pro Shop" Is Label Attached To Belle Meade

By **BILL SHERMAN**

SIMPLE beauty and smart fashion have won the title of "one of the classiest pro shops in the country" for the Belle Meade CC shop, Nashville, Tenn. That was the remark of pros who were seeing the shop for the first time last spring when BM was host to the Western Amateur.

"The place is amazing!" That's the verdict today, but before last February, when the new shop opened its doors, the clubhouse at Belle Meade was in a sorry state. When the antiquated facilities fell to the remodeling axe, swung to the tune of \$250,000.00, the result was a new all-attached unit with central air-conditioning, gas heat and ceiling sprinkler system that will quash any fire seconds after the first flame.

Besides the eye-opening pro shop, the new section embraces a completely carpeted locker room containing an oak-chaired men's grill and a steel-racked caddiemaster's shop.

The pro shop is now strictly class. The overall design and layout was accomplished

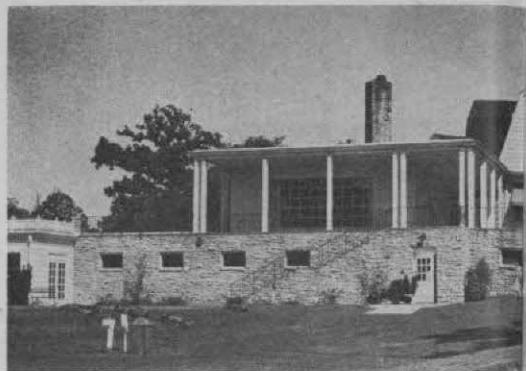


*More Belle Meade pro shop
pictures are on page 50*



through the combined efforts of the General Products Co., suppliers, Brush, Hutchinson and Guinn, architects and Henry Lindner, the pro who was hired by Belle Meade when the club drew up revamping plans.

The shop is 39½ ft. long and 26½ ft. wide. Its connecting doors lead to Lindner's comfortable office (12 x 13 ft.), the caddy shop, first tee and a hallway to the men's and ladies' locker rooms. Walls are panelled with red oak, stained silver gray, which complement the deeper-hued all-oak display racks with magnetized door catches. The soft gray theme holds steady in the wall-to-wall carpeting; contrasting balance is picked up from the liberal use



Belle Meade's new clubhouse addition. Henry Lindner's pro shop (left) faces first tee. Air-conditioned locker rooms and men's grill are connected to the shop (center).

of wrought-iron racks that hold such items as summer straws, ladies' blouses and conservative rep cravats.

Black-and-white pictures of BM's most scenic sites are fitted around the blond TV set and matching lounge chairs. The only glass showcase in the shop hugs the back wall and houses such things as golf balls, tees, gloves and smaller accessories.

Such a background demands top drawer merchandise and there's plenty of it at Belle Meade. Well-lit open club and bag racks are interspersed with ladies' tailored shorts, cashmere blouses and sweaters, alpacos and silks.

14-Year Veteran

Pro-on-the-spot, Henry Lindner, is a hard-working, soft-speaking Southerner whose career goes back to 1942 at Valdosta, Ga. Following four years with Uncle Sam's military forces, Henry returned to his chosen profession, this time at Waycross (Ga.) CC. Before coming to Nashville, he served at such clubs as the East Lake CC (Atlanta), Charlotte (NC) CC, and Augusta (Ga.) CC.

Lindner feels an important factor in smooth shop operation is a close working harmony. It's no problem at Belle Meade.

The assistant pro of 17 months is a serious, industrious ex GI, Chuck House who, Lindner says, has all the ability and pleasing disposition found in "a real outstanding pro."

The Caddiemaster shop is under the careful eye of John Lee Bates, known only to club members as "Pap," whose unofficial tenure dates way back to 1918.

As BM's sales volume continues to zoom

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a dump truck and a 1/2 ton pick-up truck and several other items of power equipment. We maintain all our equipment and overhaul it as needed.

Without a budget that is adequate for machinery, fertilizer and chemicals — as well as for labor — there isn't much chance of getting close to maintenance perfection.

Ohio Field Day on TV

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terest to most of the group. The turf fungicides Scutl, Acti-dione Ferrated, Kromad and Cadminate were tested on 18 bentgrass varieties and mixtures for the eradication of a well established outbreak of dollarspot.

Three applications of all four fungicides at 10-day intervals were sufficient to bring dollarspot under control on the most susceptible varieties of bentgrasses.

A group of twenty fungicides and mixtures of them were applied on Old Orchard bentgrass as eradicants for dollarspot.

After three treatments, the most effective reduction in amount of dollarspot was recorded for the inorganic and organic mercurials, two cadmium formulations, and a fungicide containing cadmium, chromium, thiuram, and an organic dyestuff.

Belle Meade Pro Shop

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upward, some of Lindner's merchandising ideas bear quoting.

"Wide use of personalized balls has been one of the biggest factors in maintaining a high degree of ball sales and customer satisfaction," Lindner says. As most pros report a ball sales decrease for 1956 this fact warrants looking into. "Another merchandising habit that has been profitable, especially at Christmas, has been tie sales," Lindner continues. "We limit our stock to reps, foulards and a few solid knits; the members feel they make ideal presents and our volume last year was really surprising.

"We try to make the customer feel that he can order almost anything here he would expect to find in the finest store in Nashville," is the way the Belle Meade pro summarized his merchandising philosophy.

One of the pros in the Nashville area pretty well summed up the BM operation. "There isn't anything in large city department stores you can't get at Henry's — and chances are he'll make it look better."

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Extra envelopes one cent each.

Ten dollars for imprinting name of firm or club. Limit of 26 letters and spaces for upper; 29 for lower line.

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