



Short cuts, plenty of head work enabled Walt von Rochsburg to enlarge and refurbish Madison munny shop in Peoria, Ill., at a cost of only \$12,500.

Ingenuity Is Worth More Than Money in Re-Building Shop

Peoria designer proves that ideas go farther than dollars in converting what once looked like a closet to a sales room with sparkle and appeal

By JIM OBERT

The new pro shop at the Madison municipal course in Peoria, Ill., is a dynamic illustration of what can be accomplished by substituting engineering knowhow in the absence of funds unlimited.

What once was a smallish, cluttered shop where you either walked single file or knocked somebody down is now a terminal of activity. It measures 51 x 21 feet with wall-to-wall carpeting, air-conditioning and is as easy on the eye as college girls frolicking on a Florida beach.

Total cost for all this—outside landscaping included—was \$12,500.

Walt von Rochsburg, Peoria park system architect who designed the shop, kept costs down two ways. He employed reg-

ular payroll park system help whenever possible and incorporated his own ideas in money-saving moves without any reduction in usefulness.

Lighting costs, for example, were lowered some \$300 by installing the fluorescent tubes between the ceiling joists and then painting the sides of the joists with a white primer. The primer, serving as a reflector, nullified the need for expensive porcelain units.

A hardboard ceiling was put up rather than more-costly acoustical tile. Hardboard is attached easily in four-foot sections and is readily cleaned.

Lacquer on Pegboard

The treatment given the walls is truly a highlight of the new structure. The usual array of jutting shelves was discarded in favor of floor-to-ceiling pegboard, to which automotive lacquer was applied to provide simple cleaning and prevent flaking.

Madison Professional Walt Claus has taken advantage of the wall space to display 112 golf bags. Additionally, the customer has more than ample walking room as he browses about testing this club and that among the 65 complete sets that are displayed.

Other features approved by pro and
(Continued on page 74)

Build HEALTHIER GREENS . . . STRONGER TURF . . .



Packed in 50 and 100 lb. drums. Write for prices or contact nearest distributor.

immediately with **PLANT MARVEL** LIQUID FORMULAS

Contains all necessary trace elements—100% solubility guaranteed.

Liquid feeding Plant Marvel formulas on a regular program all season long, gives far greater control over the health and growth of greens than any other single turf management practice. Selecting the properly balanced formula for use at various stages of turf development will produce the desired response within a day or two of application. By feeding a complete formulation each time the possibility of nutrient deficiencies is eliminated. Turf maintains vigorous growth that is far more resistant to fungous diseases and insect damage. These formulas all contain sequestered trace elements, dissolve 100% in water, will not clog the finest sprayer nozzles. They are compatible with all insecticide and fungicide sprays and feed instantly through the leaf surface or turf roots.

Write for Chemical Fertilizer Brochure . . . gives directions and formulas for turf care.

PLANT MARVEL

LABORATORIES
Dept. GD-65 662 W. 119th St.
Chicago, Ill. 60628

that little push to get them to reach into their billfolds.

"The assistant pro, myself and my wife, who oversees the bookkeeping, does some buying and handles women sales, get together every week for a sales conference," says Card. "It's something that is rarely cancelled or postponed. We do some talking behind the golfers' backs because it is important for all of us to know just how different people react. Some of our members are browsers who resent suggestions from us; others are waiting for us to sell them something. It's important for a pro sales staff to get together frequently and decide which of the two classifications different players fall into. It's all a part of what I call alert merchandising. We need plenty of this in our business."

Western Golf Association has cut handicap requirements by two strokes to 73 for its 63rd Western Amateur. This was done so that this year's field will not be too large. The tournament will be played July 28-Aug. 1 at Point O' Woods CC, Benton Harbor, Mich.

Where Ingenuity Counts

(Continued from page 46)

customer alike are the 18 foot counter for sales transactions, blue-green nylon carpeting and nine tinted windows for easy viewing on incoming and outgoing holes.

Stripped-In Alarm

Each window is lined with strips of aluminum foil, which when broken, sets off a burglar alarm at the police station.

The old pro shop, built in 1926, was a 25 x 21-foot closet which may have been adequate in that early era. The outside was constructed of unsightly red brick.

When plans for the new shop were discussed, it was decided to tear down the wall at one end of the old building and add 26 additional feet. The outside brick was removed and replaced with modern looking, rough sawed vertical Cedar siding.

The Madison shop is one of four new ones built within the last five years by the Peoria park system.