

Elements of Good Design for the Pro Shop

By VICTOR P. SOITZ

Pro, Edgewood Valley CC, Chicago dist.

Location and layout of the pro shop generally are makeshifts at the country club with the result that the pro is handicapped in endeavoring to give members the complete service they have a right to expect.

But even in those rare cases when the pro does have a chance to submit his ideas on the ideal shop to an architect there are differences of opinion among pros as to what is the best location and the best sort of plan for a shop.

Some pros maintain that a shop location in the clubhouse that is on the route to the first tee from men's and women's locker-rooms is the best situation for service and sales. Others argue that the right spot is near the first tee, and that such a location seldom is possible in a clubhouse at the larger clubs. Their opinion is that the pro on busy days really should have his shop where he can keep an eye on the first tee and get back and forth from the shop to the tee in starting the events.

I believe the shop should have the caddie shelter attached and for that reason should be close to the first tee but far enough away so the noise of the youngsters wouldn't disturb the players. An intercommunicat-

ing system can be installed for getting the caddies assigned. In this case the locker-room also should be on the circuit so a locker-room man could call the pro or caddie-master without having to go through the club switchboard.

In the case of the pro shop near the tee it most certainly should be attractively landscaped. Flowers, shrubs and bright awnings must be provided to give a "class" atmosphere. A few comfortable chairs on the porch for members who are awaiting others of their foursome should be provided, too. There should be a fairly large coca mat in front of the pro shop door to catch the dirt from the players' cleats. Should the caddie shelter be adjacent to the pro shop landscaping also must be done there although this work may have to be rather rugged because of the carelessness or vandalism of the kids.

Pro Shop Needs Display Space

One thing that must be considered in pro shops of the future is more floor and wall display space as the pro is steadily increasing the items of merchandise that he keeps available for his members. There is debate among pros as to the relative value of showcases and tables in displaying mer-

The more they see, the more they want. Two views showing merchandise display in the author's golf shop.



chandise. The trend seems to be that one showcase for balls and smaller accessory items is enough, with tables for the open display of other merchandise.

The ideal shop would have enough room for two tables, one for men's merchandise and the other for women's. A table with golf reading matter and a lamp on it, together with a few chairs, encourages people to be at ease. There should be enough ashtrays around to make the job of keeping the shop neat an easier one.

Floor covering is a problem. There are some rugs that stand up well under spike traffic, but even if the rugs do wear fast be sure that you have your floor covering neat and not torn for those tears may trip players who are wearing spikes.

Window location in pro shops often isn't any too good for allowing wall display space or light. Windows in pro shops, if the shops are detached from the main club building, could well be located so somebody in the main building could view the interior of the shop. That would reduce burglary risk. It is a good idea to have easily closed window gratings on pro shops to diminish the risk of theft at night. If the shop has living quarters above it, as is very desirable, the burglary risk is reduced to the minimum.

Inside the shop the window or door arrangement should be so a man in the shop could keep pretty close watch on all other parts of the shop. Mirrors help in this respect.

Storage space for merchandise, a place where the pro can have a desk in which to store his business records and do his paper work, a club-cleaning location where receiving clubs is easy and convenient, storage is handy and the dust not distributed through the rest of the shop, are "musts" for the well designed shop.

There still is plenty of opportunity for improvement in the club storage facilities

at most pro shops. Spaces of various sizes for varying sizes of bags, instead of a uniform size of rack, could save a lot of room in most pro shops. In many shops the layout for handing bags from storage to the caddie is none too convenient. And when the caddie-master sells food, candy, soft drinks, etc., to the boys, the arrangements for this frequently are makeshift and unsatisfactory.

A Portable Pro Shop

The perfect pro shop probably never will be designed and built for as soon as one is done other ideas are brought out by opera-

VICTOR P. SOITZ



tion. I'm having a portable pro shop built; one that I believe will help overcome the handicaps of having a shop rather far from the first tee. It will be a 2-wheeled affair somewhat on the order of the old-fashioned banana wagon. It will be 10 ft. long by 3 ft. wide. It will have a huge umbrella in the center and have step shelves for the display of such articles as hats, caps, visors, balls, tees, tape, sunday bags, gloves, raincoats, umbrellas, etc. My charge book will be handy there so I'll be all set to serve members and their guests.

COVER PICTURE ECHOES SEABEE CONSTRUCTION

Illustration on the front cover of this issue of *GOLFDOM* shows Bellevue CC, Syracuse, N. Y., where golf architect Willard G. Wilkinson is building 3 new holes through heavy timber and rock and reconstructing 8 other holes of the course. Exceptionally fast work in clearing the woodland quarry in less than a month is the result of adapting the Seabees' wartime construction methods.

Wilkinson also is adapting Seabee technique to the job at the Cortland (N.Y.) CC. He comments that the newest method does the course construction

job better and in one-third the time of the mule-and-scraper team used when he started in course architecture and construction with the late A. W. Tillinghast 30 years ago. Despite great increases in wages the new machine method keeps costs in line with those prior to World War I.

On these jobs have been used:

International bulldozers TD9 and TD14, with angle dozers, winches, etc.

The Mall chain saw. At Bellevue 18 acres were cleared in 7 days.

The Cultipacker seeder which, in one operation, cultivates, seeds and rolls. As much as 20 acres can be seeded with full coverage in 20 days.

Renovating Fairways with Strong Weed-free Turf

By O. J. NOER

Golf clubs started to become conscious of fairway weeds and were turf-minded before the war. Interest has been intensified by the publicity accorded the new hormone weed killer commonly called 2, 4-D. Weed eradication, turf improvement, and fairway renovation has become a very live topic. Many clubs have started to do something about it, and others expect to commence in 1947.

Some of the results obtained with 2, 4-D have been spectacular, but a few have been disappointing. The effect on dandelion, plantain, buckhorn, and chicory has been startling in many instances, but less certain with clover and chickweed. However, early summer spraying stopped clover bloom almost completely.

Kentucky blue grass and poa annua were not damaged by 2, 4-D except in spots which were flooded due to a sudden break in a hose connection, or from leakage when the sprayer stayed in one spot too long. Kill probably resulted from direct contact of 2, 4-D with the grass roots. Serious damage to bent grasses in fairways was rare, although discoloration was more common than with other grasses. Injury this spring was definitely less than occurred the fall before, despite isolated cases of heavy damage. Most grasses have a deeper and better root system in spring and early summer than in the fall, especially if the summer has been a difficult one. A well rooted turf should withstand shock better than one with shallow roots.

Severe injury occurred to the bent on the aprons alongside some greens which were sprayed by hand with a gun or tree nozzle. The volume of water used was necessarily large.

Bermuda grass was supposed to be fully tolerant of 2, 4-D. Damage occurred in Houston, Tex., on the sprayed portion of several Bermuda greens which were treated in midsummer. The Bermuda turf was weak and the root system was sparse and poor. The 2, 4-D rate was moderate, but the volume of water was large.

Some believe that large volumes of water accentuate damage or discoloration of the grass. This theory was tested on the practice green of Washington strain bent grass at Brynwood in Milwaukee. The 2, 4-D was used at $\frac{1}{2}$, 1, and 2 pounds per acre. Water at 50, 100, and 200 gallons per acre was

used with each rate. Initial discoloration was most pronounced with the larger volume of water in each instance, but permanent damage occurred only at the two pound rate applied with 50 gallons of water. The pressure used may be another factor. The belief that low pressures in the range of 50 to 100 pounds cause less injury to grass is gaining ground.

Failure Explanations Difficult

As yet it is impossible to explain every reason for failure to obtain a satisfactory kill of weeds. Spraying too early in the spring, when the weather is cold, and before the weeds are well developed, seems to be one cause. Yet the weeds on plots in Milwaukee sprayed at that time, with $3\frac{1}{2}$ pounds 2, 4-D per acre, were all killed. The weeds were hardly affected on plots where the customary rate of $1\frac{3}{4}$ pounds per acre was used. Soil moisture seems to be another factor. The kill has been disappointing when the soil has been dry, or on the dry side, at the time of spraying. The weeds are not growing then because of a moisture deficiency. The bad effect of a rank growth of grass was demonstrated on a polo field, which was not being used for play. One-third of the field had been mowed with the gang unit used for cutting the rough. Growth on the uncut part was high and rather rank. The kill on the mowed part was practically one hundred percent, and less than 25 percent on the other portion.

2, 4-D won its spurs during its first full year of large scale use, and is here to stay. It will be a very useful tool, especially for broadleaved weeds on fairways, but is not likely to supplant arsenic acid and sodium arsenite entirely. They have their place in the turf picture. Neither will 2, 4-D take the place of fertilizer. Instead, the use of both will speed the development of dense turf. The 2, 4-D will kill the weeds, and then the fertilizer will cause the grass to spread and occupy the voids left by the weeds.

The principle underlying turf improvement on fairways is quite simple. Essentially it is a matter of developing a dense turf, by the use of fertilizer, and lime, if needed, rather than by re-seeding only. Increased turf density is the secret of effec-

tive weed control. It is easier to improve turf on unwatered courses than on fairways which have been over-watered. Re-seeding may be necessary on watered fairways, or where watering is contemplated, to introduce grasses better adapted to a watered environment.

New Fairway Grass Needed

The final objective of any program is to produce a turf which is satisfactory to the golfer. He wants a good lie for every shot from the fairway. The ball must rest on the turf, and not nestle down in it. Fescue comes nearest to being the ideal grass, but will not resist weed invasion under heavy play, or persist under the exacting conditions of today, especially on watered courses. The development of a suitable grass, one which will form dense turf, resist weeds, and have wiry leaves for the ball to rest upon is needed. Until it is created, some compromise may be necessary between what the golfer wants and what the turf requires. That is a matter of cutting height or character of growth.

Kentucky bluegrass usually predominates in the fairways of unwatered courses in the northern section of the United States. It is the safest choice for such conditions. Leaf spot is the worst enemy of bluegrass, and may cause more or less severe injury during cool wet spells of weather. There are no treatments for stopping or preventing this disease. Raising the height of cut to increase the amount

of leaf surface is about all that can be done. There is some fescue in the more northerly regions, especially on the lighter soils. In the places where fescue will survive and resist invasion by other grasses, including Kentucky bluegrass, it makes an excellent turf from the golfer's viewpoint. Neither bluegrass nor fescue thrive or survive under extreme close cutting. When they are the sole grasses in the fairway, continuous mowing at much less than an inch is questionable practice. Some clubs mow at about 1¼ inches throughout the season, others cut at just under an inch during the spring and fall, and raise the height to a full 1¼ inches in the summer.

Dandelion, plantain, and buckhorn are the principal weeds in unwatered fairways, and are the ones that arouse the ire of golfers. They can be killed with 2,4-D. Clover is bad sometimes, and crabgrass is a serious menace to turf in certain places. The use of 2,4-D checks, but does not kill clover, and is useless on crabgrass. Sodium arsenite, or arsenic acid is the best herbicide to use on them. Besides the major weeds, there may be others, but they are less troublesome and include chicory, false dandelion, wild carrot or Queen Anne's lace, chickweed, daisy, heal-all, knotweed, orange hawkweed, etc. They are controlled by 2,4-D excepting common chickweed and knotweed after it becomes stemmy.

(Continued on page 74)

There's a lot of work been done on the PGA's National course at Dunedin (Fla.) course preparing it for expected heavy play of pros and their amateur associates this winter. This view of the 12th green at Dunedin was taken this spring.

—Trabant photo.





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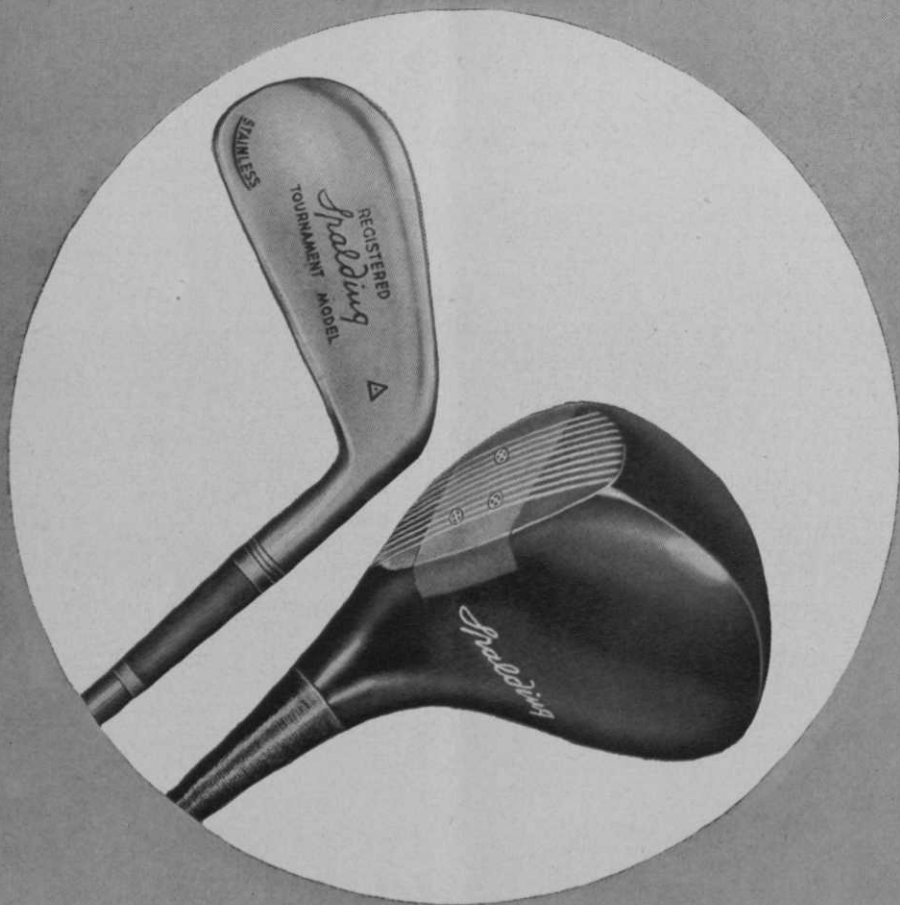
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Shawnee Trains Younger Men to be Club Officials

Two factors that are of deep concern to foresighted officials of golf clubs are inflation and the matter of getting younger members trained in contending with readjustment problems which inevitably will confront clubs.

In probably too many cases of established country clubs, especially in metropolitan districts, there prevails an unhealthy ratio of older to younger members, due to war, waiting lists and inflation which freezes out younger men of all highly desirable qualifications except that of money.

In looking ahead the present administration of the Shawnee CC of Topeka, Kan., headed by Pres. C. R. Holmes, has adopted policies and practices meriting attention of many other club officials.

Pres. Holmes, commenting on Shawnee's operations and policies, says:

"There are a number of golf problems that are common to all clubs. There are other problems that are not of a common nature because of the different setups in the various clubs. For instance, our golf club is primarily a golf club and not a social club. I doubt if any club, comparable in size in the country, has as many golf players in proportion to its membership as we have at Shawnee. Consequently our expenditure on the course is considerably more than it is on the clubhouse, in order to give our members what they want.

"We, like most clubs, have a waiting list and we are over our limit of 300 members because we are taking in members that will be a real asset to our club, and members that will, we think, be permanent.

"Our clubhouse is not sufficient to take care of the present membership.

"I have appointed a committee of 17, made up about equally between younger and older members and I have a majority of our 9 Board members on the committee as well as business men in the club who have had building experience. This committee is working on a long-range program to be submitted to our stockholders at our next annual meeting in January. In appointing this committee I drew its attention to the fact that conditions were not normal; all the clubs were enjoying a full membership and the free spending of

money. A change will come some time, maybe in a year and maybe it will take 5 years, but certainly we have got to get back to normal. Therefore our plans should be conservative, based on sound financing, and I felt we should not plan for more than the maximum of 300 members.

Reduce Indebtedness Now

"The move we are taking against inflation is that while we are enjoying a good income we are fast reducing our indebtedness and hope to have it entirely done away with by next year.

"In interesting younger members, we have some of them on all committees and even on our Board of Directors. We appreciate that we have got to keep these young members interested, and to keep them interested we have got to have them actively participate in the running of the club.

"We do not have the crowd problem on week ends to the extent some clubs have. We use a starter on Saturdays, Sundays and holidays, permitting only foursomes to leave the tee.

"We have looked over the financial statements from other clubs but I do not believe they are of any particular help. It is not 'How much are you paying?' so much as it is 'What are you getting for what you are paying?' In other words, suppose you pay your greenkeeper \$50 more per month than some other club does; if he knows his business and can save you \$2000 or \$3000 expense on your course you have a good investment.

"So far as committees are concerned, they should not be too big. At the same time, by putting a member on a committee you have recognized him, and if you pick him for the right committee you secure his active interest in the operation of the club.

"We have one member of the Board of Directors in charge of 2 committees. The Board member is not Chairman of the committee but he is on the committee and has contact direct with the Board and is able to tell the Board at any meeting what that particular committee is doing. When any committee is not functioning as it should we put it up to the member to get hold of the chairman and find out what is wrong. The main thing, as I see it, is not to put too many on a committee but do not limit the



This view of a Shawnee CC green was taken during the 1946 Kansas state championship.

number of committees. In that way you are going to get a lot more of your members on a committee interested in some activity of the club.

Younger Men on Committees

"We believe each committee should have some of the younger men so that on the more important committees such as the grounds or greens they will gradually get the technical knowledge that will be of assistance to us when the older member has left.

"We have gone so far and I feel we get results having a committee on keeping the road in good shape leading to the club from the main highway. We have another com-

mittee on the parking of cars, one to work with the control and handling of caddies, and another committee in charge of supplies for the locker rooms, such as towels, soap, talcum powder, janitor supplies, etc. By placing the club work in the hands of a large number of committees you not only create the interest of more members in their club, but divide the work up so no one committee is overburdened with work.

"We hold our regular Board meetings once a month in the evening, followed by an hour of sociability, and the only time we do not have a full attendance is because some member is out of town or ill. Meetings are scheduled well in advance so that conflicting dates will not occur."

Here's the Palm Springs (Calif.) course where the movie and radio notables of Hollywood play on their holidays and the habitues of the sunshine colony between the mountain and the desert slap the ball around. The late Tom O'Donnell, pioneer oil magnate, had the course built and bequeathed it to the city. Genial George Howard is the club's perennial pro and has a lesson schedule that's packed tight from dawn until dusk.



Golf School Teaches Pro How to Score in \$

By **FRED SCHOFIELD**
Marina Golf School, San Francisco

There is a post-graduate course in golf pro business in conducting a golf school. You have to get your own "members," you have no guarantee of anything and you have an overhead that really makes you wince when you add it up. Pros at clubs whose members have no idea of the pros' cost of doing business can appreciate the burden of overhead the golf school pro assumes the minute he opens a first-class establishment. You have to make energetic solicitation of your customers. They don't come to your "club" as members come to the course to play.

Considering the foregoing and other handicaps to golf school financial success it is no wonder that comparatively few of the schools have made profits commensurate with the amount of time a diligent pro puts into this type of enterprise.

Nevertheless, my school is a financial and service success. I don't want this statement to be considered a boast, for I'm not making any star tournament player's income out of it but I'm netting what would compare very favorably with the income of a pro who is on the job at almost any representative good, active club.

In this business of mine I've learned and applied some things that I believe will be of interest and help to my friends on pro jobs at clubs. So I'll pass along, as frankly as I can, what I believe to be the chief reasons for the success of my school.

Primarily I believe that at a school I may have a bit of an edge over the pro at a club. People come to my school because they are keenly interested in learning to score better. Those who don't come in voluntarily I go after. I get them by giving them reasonably strong assurance that I can greatly increase the percentage of their good shots and sharply reduce the number of their poor shots.

You and I have told each other repeatedly, and I've read in *GOLFDOM* many times, that a primary impulse accounting for taking golf lessons is the desire to have the greater enjoyment of the game that a good score promotes. In my school business building I've discovered that the "fun" element is NOT the most effective factor in inducing adults to take golf lessons, getting them in the best mood for absorbing

instruction, and getting them determined to keep at it until they show results of instruction.

Pride Sells Golf Lessons

The most effective selling theme is pride, or perhaps vanity. The vast majority of people who have high scores at golf are somewhat embarrassed by their scores, regardless of their pretense at jolly indifference. What keeps them at the game is hope everlasting, the fact that others are as bad or worse at scoring, and the charm of the game in providing an entertaining escape from confining, laborious and worrying work in offices, factories and homes.

When you gear your efforts to their wonderment at being so poor while others of apparently no better physical or temperamental qualifications are so good at scoring, then you have them in the right frame of mind for being cooperative and receptive to your instruction.

The development of this psychology I am convinced is one of the basic reasons for establishing a golf interest which means steady, profitable business for me.

I see in my school business the profit possibilities of another angle the pro can play up more than some of the fellows do. That is making the pupils feel that they are "insiders" in golf and know the gossip, the whys and the wherefores of what's going on in the game.

Bulletins As Education

I have made sure that there is a fine, bright "atmosphere" of golf around my school. One of the ways in which I develop that and give my customers helpful close-ups is by my bulletin board. I always try to have interesting and specific information for my pupils in these bulletins. A lot of pros have bulletin boards on which there are advertising announcements. In my case I try to make the bulletins educational in a way that encourages the customer to sell himself.

For instance, the day this was written I had on my board a bulletin about common-sense in buying golf balls. That isn't because I, or any other pro, have been able to get all the balls I can sell now but it is because the instruction of a pupil with