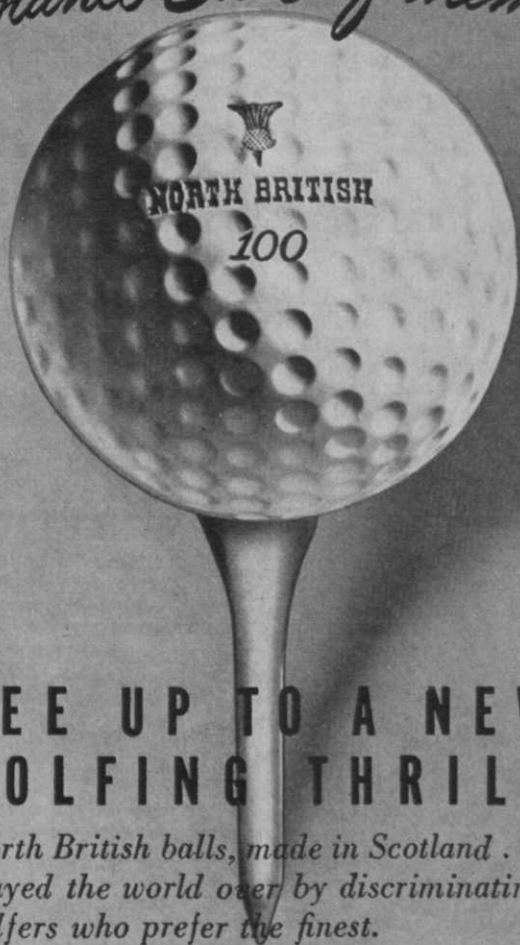


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July, 1947

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

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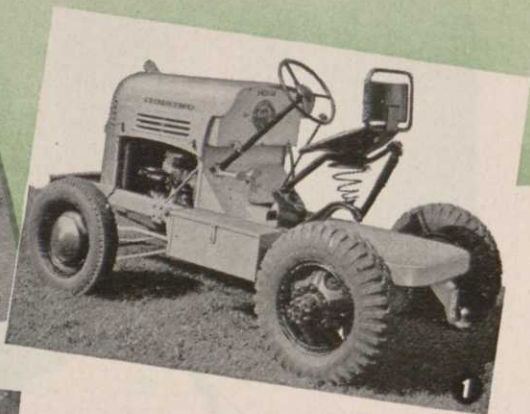
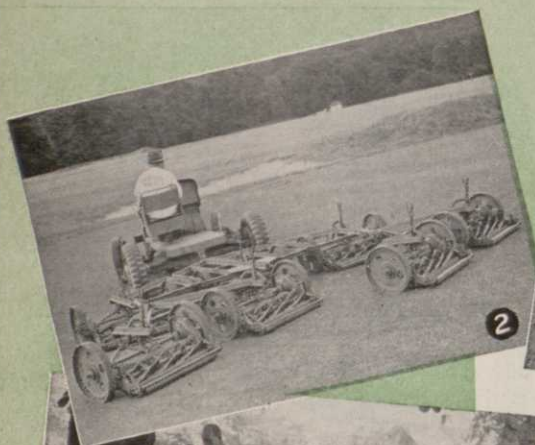
It is the one ball that makes it possible for every golfer—no matter how he plays—to use the ball that exactly fits his game.

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- ● ● 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.

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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.

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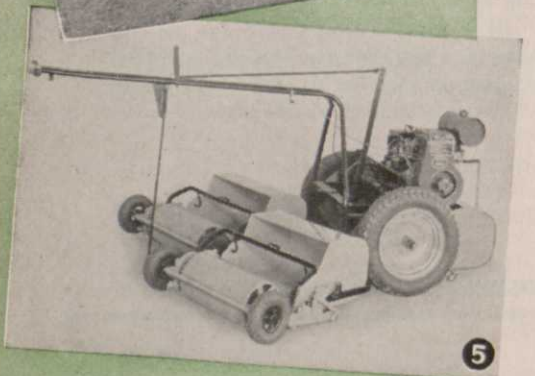
The Ranger attachment consists of a Worthington Grass Blitzer type triple gang mower with its own hydraulically operated transportation wheels. A touch of the control lever and the entire gang mower is lifted and the transport wheels set down. Its 7 foot cutting swath (3 — 30" units) makes quick work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



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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 ¼ H.P. electric motor equipped with a chamois wheel and a loose canton flannel wheel for waxing



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

and polishing wood heads, and other small items necessary for wrapping clubs, for applying fiberloid, for refinishing wood heads, for reshafting, for balancing, etc.

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.

NEED SUPPLIES? SEE PAGE 85

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)

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