



Farmington shop is small, but wise use of space enables pro to display large stock.

displaying from \$8,000 to \$10,000 worth of golf merchandise and storing about 110 sets of clubs. But it can be done! We utilize every available nook and cupboard and by keeping everything neatly in place, keep the shop from looking cluttered. The addition of a partition between the front end and storage area has, for instance, given me a club display spot in the sales room and space for a work bench in the rear of the shop. Such things as small to medium size cabinets and racks built into the walls and pipes bolted onto the walls (i.e. for displaying slacks, shorts, jackets, etc.) give us fine space economy and thus sufficient room.

At any rate, the shop is large and pleasant enough to make members want to come in and browse around. And that is just what I want!

2nd Philadelphia PGA Show

Philadelphia Section of the PGA will hold its second annual golf show, Apr. 13, at the Sheraton Hotel in Philadelphia. It is expected that 3,000 persons will attend the clinics conducted by local PGA members. Several golf manufacturers and distributors will have displays at the show. About 100 pros will be on hand to instruct or assist in putting the exhibition over.



Bob Bodington with upright rack that holds about 50 doz. golf balls.

Pro Shop Location

There always will be some question as to whether it is better to have a pro shop in the clubhouse or away from it and close to first tee. But one pro, who formerly had his shop in the clubhouse and now has a fine new shop away from it and close to first tee, says he is sold on having the shop in the clubhouse where it is handy for golfers to drop in after a round and do some shopping. His reason: golfers often are in too much of a hurry to get to the first tee to spend much time in the shop, and after finishing a round, go directly to the clubhouse.



Herb Graffis, GOLDFOM's editor, presents diploma to young PGA school grad.

Business School Again Acclaimed for Pro Teaching Job

By HERB GRAFFIS

Third PGA Business School, conducted at Fort Harrison hotel, Clearwater, Fla., and at the PGA National Course in Dunedin, had a record attendance of 162 during the sessions, January 11-16.

Again, the program and the type of students the school attracted, confirmed the judgment that experienced professionals passed on the first and second schools: that the school is the most valuable educational activity in which the PGA is engaged.

The school plan was devised by a committee headed by Emil Beck, with Leo O'Grady as co-chairman. Beck, educated for the law before he went into golf, has attended every session of the school since its start. And that means long hours. Classes begin at 8:30 a.m. and run into two or three evenings, with outside time being allotted to playing and discussions with veteran professionals at the PGA National club.

19 College Grads

This year's attendance consisted mainly of assistants although several of the highest type of young men holding pro jobs were students. Of the enrollment, 19 were college graduates, 37 had some college background, 92 were high school graduates and only 14 had less than 4 years of high

school. Of the college graduates, two had majored in geology, six in physical education and the majority of the others had studied to be teachers.

Clubs financed the attendance of 35 students at the PGA school. Professionals financed 21.

One significant comment on the value of the school, besides the extension of the educational scheme in setting up a western school at Alameda, Calif., under the direction of Max McMurry, is that the name of the school will be changed to the PGA Business School for future annual sessions.

Pros Best for Pros

The school this year drew a larger attendance than there has been at any of the educational and teaching sessions at PGA annual meetings, except the session at Atlantic City in which Ben Hogan was a teacher and demonstrator.

Successful professionals, who dropped in on the classes at Clearwater, echoed a point that GOLDFOM has made since the first Assistants' school was started: that experienced professionals can do a much better job of teaching other professionals than outsiders can. There are some exceptions in the matter of specialists, principally where financial men and display experts are involved. But, generally, top business pros are men who know what other pros are up against and how to help them.

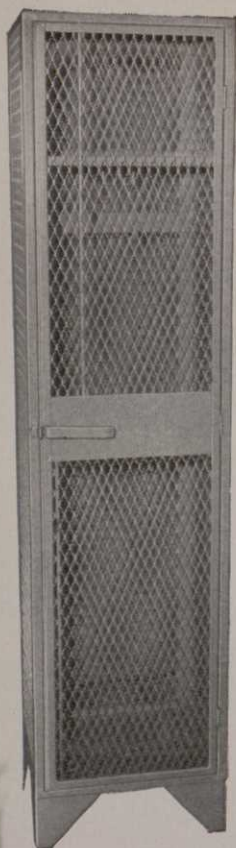
Beck Heads Faculty

The faculty at the PGA's Third Annual Assistants' School was the same as in 1958. It included Emil Beck, executive director; George Aulbach, salesmanship and display; Eddie Duino, public, player and press relations; Joe Devany, pro department planning and management; Willie Ogg, instruction and club fitting; Bill Hardy, club repairs and adjustments.

Stanley J. Szulik, technical mgr., Acushnet Process Co., golf ball div., in one evening session told the students how golf balls are made.

Diplomas were presented at the annual banquet at which the pupils, faculty, PGA officials and press were guests of Bill Junker, sales mgr., Fawick Flexi-Grip Co., makers of Golf Pride grips. Junker's company has picked up the tab for all three of the school's graduation affairs.

Watch for It!
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Planning Issue



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Better Ventilation . . . heavy diamond mesh on three sides provides maximum circulation of air . . . speeds up drying time . . . eliminates offensive locker-room odors, and the need for a separate drying room.

Greater Strength . . . heavy gauge steel, electrically welded at seams and joints assures a lifetime of service . . . *outlasts conventional lockers three to one!*

Baked Enamel Finish . . . lockers finished in any color, according to customer's color sample and specifications supplied with order.

Three Point Locking Device . . . exclusive with All-American lockers, provides greater sturdiness and eliminates the possibility of theft.

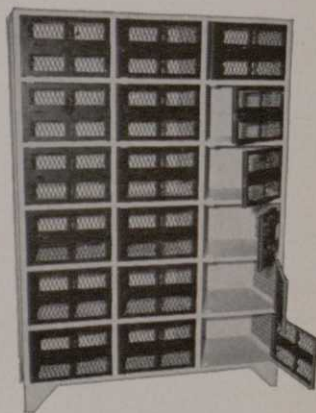
Greater Adaptability . . . Available in 1, 2 or 3 locker units for back-to-back or single row installation . . . full or half length . . . in 4 standard models, or special sizes to meet your needs.

New . . . "All American" GYM Locker

Our new Gym Locker provides three times as much equipment storage space as a gym basket . . . insures better drying, and eliminates handling and replacement problems experienced with baskets.

Standard unit (shown at left) has 18 compartments with ventilated sides & fronts . . . each 18" w x 16" d x 12" h . . . with sturdy slide-latch doors and provisions for locks. Equipped with legs for single row or back-to-back installation. Also available with frame base holding two 18 compartment units back-to-back, equipped with casters. Overall height (with legs) 78"; overall height (without legs) 73". Approximate shipping wt. per 18 compartment unit 320 lbs.

Supplied with baked enamel finish per customer's color sample . . . in solid colors or two-tone.



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I Don't Sell to Them— They Buy From Me

By JERRY GLYNN

Professional, Glen Flora CC, Waukegan, Ill.

THE art of successful selling at the private club pro shop consists of getting the members to feel like buying.

Members come out to the club to have fun. If the pro makes buying fun his sales go up and his members are happier.

I think a lot of us in pro golf defeat our purpose as merchants in being too obviously merchants. In reality we are equipment counselors.

We get our revenue from supplying a friendly, expert, convenient service rather than from being pressure salesmen.

The pro is a merchant only to the extent that merchandising is helpful to his members. When you hear a pro complain that his shop business isn't what he would like it to be, chances are his helpfulness isn't adequate or isn't recognized by members.

Most pros are reluctant to tell pupils on the lesson tee that their clubs aren't right for them. The pro himself outgrows clubs or, for some reason, finds getting a new set advisable. He regards the change as normal. Nevertheless, he may hesitate to suggest a change to his pupil because the latter may think the pro is trying to push new clubs on him merely to make a profit on the sale. The member hasn't been educated to the realization that the pro sells primarily for the good of his players.

One of the pro's big problems — the allowances on trade-in clubs — is, in a way, one of his opportunities. The pro, it is true, may have to make two sales in

order to take his profit. But he makes everybody happy by taking the trade-in clubs at an allowance which gives him a profit and gives the buyer of the trade-ins a good deal.

Pros sometimes are puzzled by their failure to get club business they think they should get from women. I believe I found the answer when I realized that women regard themselves as very smart shoppers. Even though they don't know golf clubs, they think that any clubs that look like the real things, and which can be bought at supposedly bargain prices, represents smart shopping.

How to Compete

So what do I do? I make available for them good smaller sets at prices that compete with the so-called "wholesale" and "bargain" prices of retailers who are after my members' business. There is none of the fancy, juke-box look about the women's clubs I sell. When women buy clubs from me

they get a little educational explanation showing the parallel between the sort of a dress they want to wear and a \$9.95 copy. The same parallel applies to golf clubs and they are made to realize it.

Operating costs of pro departments are so high that I have to develop volume to get the profits necessary to keep me in sound condition and pay for the sort of assistants I want and need.

I've found that doing things that cost a little, but which run up the gross, give me the profit I have to have to stay in



Marriage is something I couldn't afford, either, but I did it.



AL BRAAK • GOLF PROFESSIONAL • WAKONDA CLUB • DES MOINES 15, IOWA

Al Braak, pro at the Wakonda Club, Des Moines, Ia., uses this letterhead as a forceful reminder to everyone of the kind of business he's in. An artist from the local Register & Tribune made the sketch. Braak originally intended to use it for Christmas sales promotion but liked it so well that he decided to put it on his letterheads. The drawing is an accurate reproduction of the area surrounding the Waukonda pro shop.

business. For instance: a set of woods bought at my shop goes to the buyer with a bonus set of headcovers. Incidentally, an interesting thing about this is that sales of headcovers have increased decidedly since I began the premium arrangement.

Golf Ball Test Plan

Something else I do that costs money, but eventually makes more for me, protects my market and educates my customers is a ball testing plan that I use. When a member makes all or most of his purchases from me, I occasionally give him a couple free balls. This is not only to show my appreciation for the business he gives me but helps educate the golfer who can't be dissuaded from playing cut-price balls.

I tell the good customer to play these balls a couple of rounds, then give them back and tell me what he has observed about their distance, putting qualities, cover toughness, sound, paint, get-away from the clubhouse and feel when hit.

The balls are either those I sometimes get for personal use or some out of stock that I pay for.

Pro Is Educated

What started out to be a sales promotion and market insurance idea a few years ago has developed into something that has educated me, as well as my members. The reports on the gratis balls are very informative and give me some surprising and effective sales-making information that is passed around among members and their guests. I particularly direct it toward

players who use cut-price balls.

The result is that my members probably know golf balls better, by far, than the average golfer and my ball sales have increased.

I know that in helping members learn to be smart golf equipment shoppers they've done more buying from me than I have done selling to them.

Watrous Again Defends Title in Quarter Century Tourney

Al Watrous of Birmingham, Mich., will be going after his third straight title when the PGA Quarter Century club championship is held at Dunedin, Feb. 11-12. The tournament is restricted to PGA members of 25 years standing. A Senior-Junior four ball best ball event will precede the 36-hole championship. Total prize money is \$5,000, of which \$3,500 is being offered in the Quarter Century event. First Flight Co., formerly Professional Golf Co. of America is co-sponsor of the tournament with the PGA. About 100 oldtimers are expected to participate, according to John R. Inglis, Quarter Century club chmn.

Spry President of SCGA

Southern California Golf Assn. recently elected the following officers for 1959: Donald W. Spry, pres.; Edward K. Zuckerman, vp; Thomas G. McMahon, secy.; and Julie Bescos, treas.



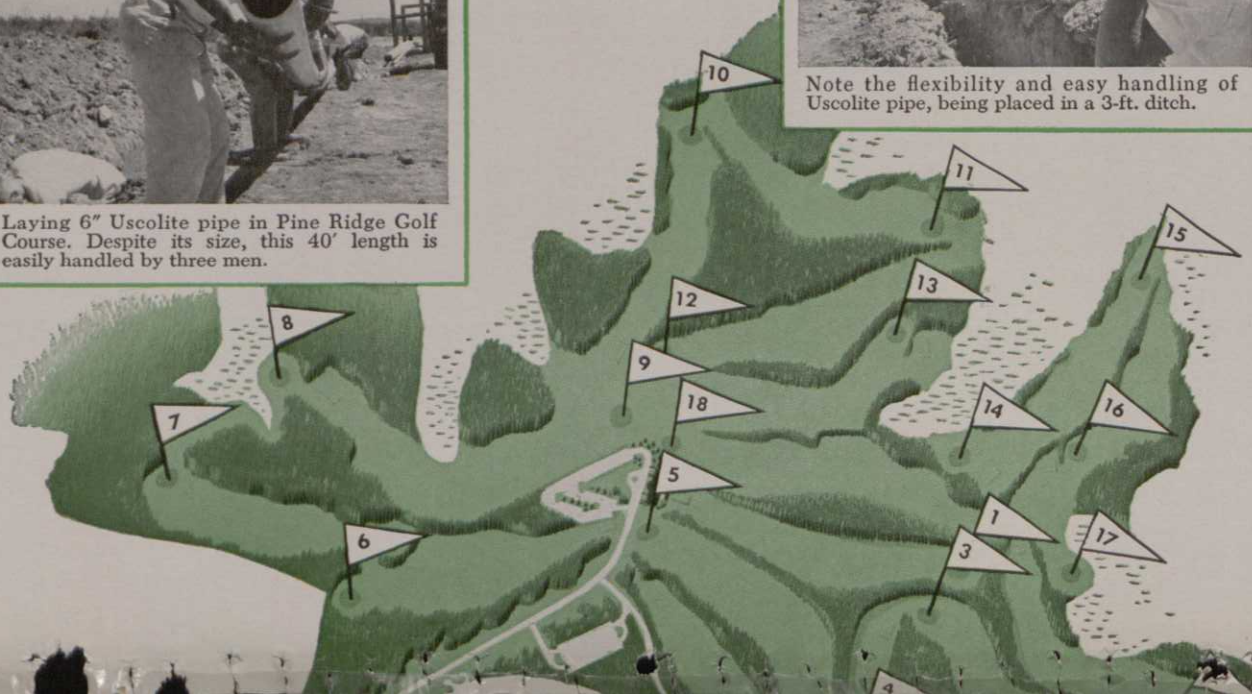
USCOLITE PLASTIC PIPE



Laying 6" Uscolite pipe in Pine Ridge Golf Course. Despite its size, this 40' length is easily handled by three men.



Note the flexibility and easy handling of Uscolite pipe, being placed in a 3-ft. ditch.





Mr. Usco says:

The grass is always greener with Uscolite Pipe

Take a look at Baltimore's lush new 6600-yard municipal golf course, Pine Ridge. Its beautiful greenery is nourished by a special watering system which flows through Uscolite® plastic pipe. Over 19,000 feet of Uscolite pipe (in sizes from ¾" to 6" i.d.) spread into an underground network running to tees, greens, clubhouse and certain fairway locations.

Cost-conscious Baltimore officials selected Uscolite because:

- Its smoother finish offers less friction-resistance than metal, hence, a smaller i.d. (and less expensive) pipe is used.
- Uscolite's light weight makes it easier and quicker to install with less manpower; installation costs cut in half.



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WORLD'S LARGEST MANUFACTURER OF INDUSTRIAL RUBBER PRODUCTS

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Joining Uscolite pipe with UscoWeld* solvent-weld fittings. Each joint takes about 90 seconds to make up and is locked for life.

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Uscolite—the complete line of plastic pipe in America—carries the National Sanitation Foundation Seal of Approval.

For name of your nearest distributor, or more information, write to Dept. USCO, using address below.

*Patent applied for



A practicing golf architect since 1919, Robert Bruce Harris has designed or remodelled more than 160 courses. During this time he has owned eight courses and still has title to three of them. Harris is a past pres. of the golf course architects society and a member of the GCSA and USGA's green section committee.

Realtors Capitalize on Golf's Magnetism

By ROBERT BRUCE HARRIS

THE golf course as the nucleus of community development is big real estate news now.

However, the idea itself is old in American golf. The Garden City Golf Club was a landscaping, recreational and prestige selling point in the sale of the Stewart estate's property on Long Island 60 years ago. The summer home sites around the earlier golf clubs were quickly bought. Property around such clubs as Indian Hill in Winnetka, Ill., readily commanded a premium when the club was built and now sells at 20 times the old "premium" price. Carolina sand hills were almost wasteland before the Pinehurst courses were built. The same can be said of the golf land on the Monterey peninsula.

Older members of most private country clubs, together with officials, often wish they'd bought the inexpensive acreage bordering the club when it was established.

Today, experienced real estate men, capitalizing on golf's magnetism in the suburban living scheme, are trying to do the second-guessing the first time.

Zoned or Separate Village?

The factors that must be considered in the planning of a community with a golf course center must be of special interest to professionals, superintendents and club managers because these men probably will figure profitably and importantly in the operation of the golf communities.

One of the earliest parts of the plan-

ning is a study of the zoning laws if the golf course community is to be located in an established city or town, or if it isn't, the formation of a village with its own zoning laws and as protection against unduly heavy taxing.

The instant a golf course is started taxable value of the club's ground and of surrounding property jumps and the golf community has to plan to control this factor.

However, this increase of taxable values can be a trading element for the golf community heads. Provision must be made for the utilities, electricity and probably gas, sanitation and storm sewerage, maintenance of streets and possibly sidewalks and alleys, lighting, police, fire and postal service, not to mention first, the matter of schools, essential to at least some of the families even if the golfing community is pretty much a resort proposition.

The sanitation sewer system likely will be quite a problem. State and local health board control of these systems is getting increasingly strict, and properly so.

Surface drainage is a big factor, especially when the open spaces of the golf courses might make control of heavy rains and flash floods exceedingly difficult.

Road Location A Problem

Road location to preserve privacy yet provide convenience of access, unobtrusive service by delivery trucks and waste disposal vehicles and road planning to make easy the location of residences by visitors, calls for a great deal of thoughtful planning.

The size of the lots are a problem that affects many other problems, such as road planning and whether to have lots between fairways or on the perimeter of the course or in both locations.

Generally the larger the homesite the more desirable it is. I have designed golf course-residential projects with home sites of $\frac{1}{4}$ acre up to 5 acres. A major problem with the smaller sites is to have them so located, of such shape and so governed by building restrictions that the community won't look crowded.

The important thing, of course, is to have the home sites in an atmosphere of spaciousness and exclusiveness. The lots on the inside of the course that have a view in all directions yet which are so located with reference to the course so no wild shots possibly can be bothersome generally are the most desirable locations.

Restrictions usually prohibit building fences on lots bordering the courses. In this way the lots look bigger and the course does not seem to be cramped.

Landscaping Makes A Picture

Landscaping is an important element from the golfing and residential planning viewpoints. The scenic beauties of the course and of lakes which may be in or bordering the courses must be brought into the home through the windows.

The location of the practice tee, important enough in a purely golfing establishment, has additional elements of concern when it is part of a community plan and may be used often in the evenings.

The selling and operating agreements demand thoroughness, foresight and specific understanding. The agreements, in some cases, will involve the services of the golf course superintendents' staff and equipment in maintaining residential areas adjacent to the course.

Who Is Allowed to Buy?

Whether to sell exclusively to club members or what kind of screening must be applied in approving purchasers of the golfing community's home sites is a major problem. Then the matter of resale by the original buyer or his estate is bound to come up.

The character of the agreement between the real estate people and the buyers assuring the continued existence of the course as a golf course is highly important. The contract determining the operation of the club as a private club after the residential sites have been sold and the real estate men have moved, also must be made a

SCGA Abolishes Penalty Stroke

Southern California GA dirs. have unanimously voted to abolish what they call an unfair penalty stroke in connection with ball out of bounds, lost ball and unplayable lie. Rules changes apply to all SCGA member clubs.

The new local rules regarding ball out of bounds, lost ball and unplayable lie require that a player must go back and play his next stroke as nearly as possible to the spot from which his original ball was played, and count only all actual strokes.

The board also voted to permit cleaning of balls and repairing of pit marks made by balls striking the green. Cleaning and repairing shall be done before putting.

Players who intend to play in USGA events must keep a handicap in accordance with USGA rules.

The SCGA board believes its action will be of assistance to the USGA and the Royal and Ancient in obtaining public reaction in this modification of play.

basic agreement of the entire project.

This planning may sound immensely complicated but it actually isn't to experienced and responsible parties.

Canadian Turf Meeting

Tenth annual turf conference, sponsored by the Royal Canadian GA's green section in conjunction with Ontario Agricultural College, will be held in Guelph, Ont., Mar. 12-13. RCGA recommends that persons planning to attend should make hotel reservations well in advance with Lorne Fischer, mgr., Royal Hotel, Guelph.

Penn State Conference

Penn State University's 28th turfgrass conference will be held Feb. 16-19 at University Park. Twenty speakers from eight extension stations and industry will be heard at the conference. This will be the last conference H. B. Musser, Penn State agronomist, will attend as a representative of the University as he is retiring on July 1 after 37 years there.

Buyers' Service • P. 93

Du Pont announces...

TERSAN

TURF FUNGICIDE

A combination "Tersan"—organic efficiency, wide-range disease control.

*Look what these superintendents say
about "Tersan" OM!*



"Last year was a very trying one of heavy moisture and high humidity. We used 'Tersan' OM as a preventive spray every seven days on three greens, and I found no shock and not a trace of disease. It mixes well, leaves no spotty patches. 'Tersan' OM is a fine product."

JOSEPH F. FLYNN, *Superintendent*
Metropolis Country Club
White Plains, New York

"We used 'Tersan' OM on a seven-day basis, or on a preventive schedule on two 'indicator' greens at the rate of 3 1/2 oz. in 3 1/2 gal. of water per 1,000 sq. ft. Although disease was prevalent on greens treated with other fungicides, 'Tersan' OM gave 100% control."

FRANK J. DINELLI, *Superintendent*
Northmoor Country Club
Glencoe, Illinois

