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*World's Largest  
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# More Care Needed in Designing, Locating Pro Shop

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*Checklist Suggested as Aid in Orderly, Comprehensive Planning of Department*

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**H**ow does your pro shop rate with (1) your possible customers and (2) with you?

Every pro with experience and modern merchandising ideas knows that next to his own thinking and actions, his shop determines how well he will attract and serve golfers and consequently enable him to earn enough to make the job worth the time of a first class pro.

The pro cannot do much energetic personal selling. If he uses too much high pressure at a private club, members resent it. If he is too vigorous in selling at a public course, not only potential buyers but other merchants may resent his hard selling.

But when the shop is correctly located and designed and expertly decorated, lighted and outfitted with display devices, it does a big selling job which not only is beyond criticism, but earns for the pro appreciation of convenient service and the profit that comes from increased volume.

## **Too Many Hands**

The professional does not always get a chance to design what he believes will be a good shop. Too many inexperienced people get into the act as committee members or as architects. They don't know what is needed and what is practical. As a result there are such mistakes as a long, low window that takes up almost one side of a shop and reduces the required display space so the shop is bound to look cluttered.

Other new shops are very pretty but just don't have the layout or looks to get men or women to think about buying. They look more like lounges or grill rooms without bars. There is not as much buying as there should be in these beautiful spots. There should be a happy medium between the clubhouse and the store in the looks and atmosphere of the wisely planned shop.

A fundamental factor that must be checked in pro shop plans is the function of the place beyond the display and sale of equipment and supplies.

In addition to the display area and club storage, cleaning and repair facilities, the storage room for reserve stock and an office for the professional, who often has to do a lot more paper work for the club and himself than golfers realize, there may be other facilities needed.

## **How About Big Costs?**

The pro section usually needs facilities for the storage and quick and convenient handling of bag carts. There is a definite trend to standardized bag carts on a fleet basis at clubs so the pro staff can handle carts quickly and with minimum labor.

Caddie quarters also must be closely coordinated with the pro department for the convenience of both pro and caddie master or, in some cases, control of the caddies by the pro or an assistant.

In recent years it has been found highly advisable to have the golf car traffic from storage to club loading to first tee

*(Continued on page 60)*

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PGA Clubs have the time tested, True Temper Dynamic Pattern shaft, made from new Boron steel. This exclusive PGA Contromatic shaft gives extra "feel," extra power at point of impact. Amazing extra power is there without disturbing directional control. Choice of flexes.

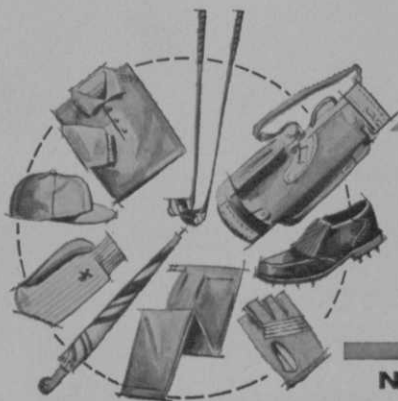
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# Grau's Answers to Turf Questions



## Tidewater Breakthrough

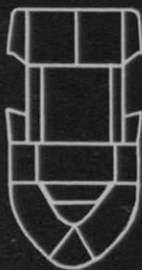
The "No-Man's Land" of turf, the Tidewater of Virginia, is in danger of losing its unique status. This surprising revelation came as a pleasant shock on May 17 following visits to the Virginia Poly cooperative turf plots at James River CC, Newport News, and to the James River course of the CC of Virginia in Richmond. Henceforth this area of difficult decisions will occupy a bright spot in turfgrass annals as a result of the brilliant work of a dedicated research man, Richard Schmidt of V.P.I., and of course supts., Hurley Savage and Harry McSloy.

Ever since anyone can recall, the time of "transition" from rye to Bermuda has caused strong men to shudder and golfers to flee far to the north (or south). Anyone who has experienced the sad condition of courses during the rye-to-Bermuda transition knows exactly what is meant. For some it meant an attempt to convert to bentgrass which brought new troubles of a different kind and no assurance of success.

The acceptance of improved Bermuda-grasses, (Tifgreen, Uganda) which break

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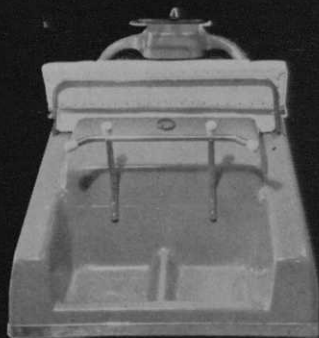
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dormancy early, have helped to ease the transition conditions. The real break has come with the use of Pennlawn creeping red fescue for winter turf on Bermuda greens. This is neither the time nor the place to cite rates and dates of overseeding. These details are the prerogative of Prof. Schmidt of V. P. I. who will have data that will be published.

#### Has to be Seen to be Appreciated

First publication to reach this department is a mimeograph report by R. E. Schmidt and R. E. Blaser of V. P. I. citing data prepared for the joint meeting of the Central and Tidewater Turfgrass assns. on Apr. 25, 1961, at the James River CC. It is an excellent report but it is significant that no printed report accurately can describe the quality that can be seen and felt by the golfer for whom the turf is designed. This dept. takes real pleasure in saying to everyone who appreciates quality, that the excellence of the Pennlawn fescue plots is positively thrilling. It appears that the transition will be so gradual that no one will be conscious of the change from fescue to Bermuda. It is significant that every blade of fescue stands stiffly upright and provides just the right speed and amount of resistance to give the ball a true course without "drift." Color is an attractive green and wear resistance appears to be excellent.

Where methods of seedbed preparation were studied, it becomes clearly evident that Pennlawn fescue provides the best results with the least preparation. Surface scarification (aero-thatching or verti-cutting) plus topdressing seem to be the best procedure.

At Farmville, Va., the 9-hole Longwood CC course (Ugandagrass greens) provided excellent winter greens with Pennlawn overseeded. T. K. Baldwin has expressed pleasure with the results.

#### Way Out in Front

A review of the total situation sharply focuses the fact that most of the problems of spring transition have been minimized with Pennlawn creeping red fescue. No one claims that Pennlawn is the best grass for winter putting greens on a Bermuda base but, at the present writing, it is way ahead of whatever is in second place.

Now the influence of various management practices must be sized up for their effect on the performance of the fescue. Whatever develops from the continuing study, it is a matter of record that the Tidewater of Virginia has been the scene

*(Continued on page 90)*

# Monroe County (N. Y.) Golf Dilemma Repeated Throughout U. S.

By HARRY C. ECKHOFF  
Director, Eastern Region,  
National Golf Foundation

Says Jean Giambrone of the Rochester (N. Y.) Times-Union: "Monroe County's growing golf problem can best be summed up in these words — too many golfers using too few facilities — Rochester area golf courses are bursting at the seams." According to Giambrone, almost every private club in the last five years has gradually increased its membership until all are now at the saturation point. In some instances there are unusually long waiting lists.

Monroe County (pop. 586,000) has 9 private clubs, 2 semi-private and 4 public courses or one course for every 39,000 people. Surveys show one course for every 28,099 persons, nationwide. That play is increasing greatly in Monroe County is illustrated by the remarks of Thos. E. Lunt, Jr., Lake Shore CC, a semi-private club, who says that in the last five years play at his club, has increased 35 per cent. He adds that most of the gains have been made in play during the week.

## Why So Many Golfers?

The Monroe County golf problem is similar to that in almost every populated area in the U. S. Why are so many people taking up golf? There are many theories: Private clubs have become "family recreation centers"; Swimming pools have drawn every member of the family to the club so the natural thing is to want to try the golf course next; Major golf tournaments and TV programs have had a strong influencing effect.

The greatest increase in golfers in the past 10 years has been among women — it amounts to 44 per cent. Likewise, there is an increasing Junior population. Women and Junior Golfers keep the courses busy on week days. Many older people are taking up the game thanks to the golf car. Many more schools and colleges are adding golf to their physical education programs.

## Increased Earning Power

With a higher standard of living and increased earning power, golf is within the financial reach of millions. The rush dur-



Latest to be honored by the new Port St. Lucie (Fla.) CC by having a hole — No. 5 — dedicated to him is Ben Hogan. Chick Harbert (l), golf dir. of General Development Corp., which built Port St. Lucie, is shown at the dedication festivities with Ben.

ing the week begins mainly at 4 p.m. when offices and factories close. Popularity and the growing enthusiasm for Par 3 play is influencing many folks to take up golf. The short courses tend to equalize competition in the game between the weak and the strong — the young and the aged. And, our immediate past president, Mr. Eisenhower, did not do the game any harm!

Planning of playing facilities for five times the number we have today calls for 30,000 courses by the year 2000. Compared with the development of facilities over the past 50 years, such a goal may well be on the conservative side. There are now about six times as many courses as there were 50 years ago.

## 600 Every Year

To plan and build courses that will keep pace with the demands of a growing population calls for an average addition of 600 new golf courses annually. This is a rate of growth almost three times greater than reported in the U. S. in 1960 when 225 new courses and additions were opened for play. Inflated land values, high taxes and increased construction costs have tended to hold in check a more rapid rate of course development. If golf is to take its rightful place in the current race for open space, some way must be found to cope with or temper these deterrents.

Latrobe CC, Melbourne, Australia, recently defeated Biltmore CC, Barrington, Ill., in a telegraphic match, 1123 to 1146.



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## **Golf Boom as Extensive in Canada as in U. S.**

Nearly 400,000 golfers will play between 3 and 4,000,000 rounds on Canada's 675 courses in 1961, according to the Royal Canadian Golf Assn. A total of 44 courses have been or will be opened this year. About 7,000 players are taking up the game each year in the provinces.

More than \$125,000,000 is estimated to be invested in Canadian courses and driving ranges. Of the 675 courses, 20 per cent are private, 77 per cent are semi-private and only three per cent are public. Needless to say, the RCGA points out that there is a tremendous need for public courses.

One indication of the growth in Canadian golf is reflected by Junior play. In 1954, a few more than 200 youngsters took part in the qualifying for the Ontario Junior Championship. Last year, a total of 860 competed, and it is expected that more than 1,000 will be entered this year.

Courses generally are estimated to cost

between \$100,000 and \$350,000. This doesn't take clubhouse facilities into consideration. The high for initiation fees is \$4,000, but at the same time many golfers are playing for as little as \$1.50 a round. One thing, though, that is helping to finance golf at the premier clubs is curling. A high percentage of the overhead at these clubs is absorbed by the curlers who own non-voting stock and help to swell the food and bar take with their bonspiels.

Overall figures show that it costs an average of \$150 for initiation fees and about \$125 a year for dues. The average cost of joining a premier club (there are 20 of them in Canada) is \$2,000. Altogether, players are said to spend around \$17 million a year on fees, balls, bags, clubs, shoes and apparel. This means that the average individual expenditure for these items is a little over \$40 annually.

The farther west a golfer goes in Canada, according to one authority, the cheaper it is to play golf and belong to a club. The clubhouse in the western provinces is a popular place on Saturday night since it becomes the center of social activity in many cities and towns.