



Shop interior, designed by Display Creations of Detroit, features an island display in the center of the sales room. Walls are finished in white leaded knotty pine.



golfers in a space where the walls seem to keep creeping inward, voted to appropriate funds for a new shop. When they got around to doing this, they certainly didn't allow thoughts of cutting any corners to enter their minds.

An old pro like Guysick, who has been in the golf business for 30 years and spends his winters working as a teaching associate at Sunset G&CC in St. Petersburg, probably would turn a profit in almost any kind of surroundings. But he finds it just a little more palatable to do so in his present comfortable atmosphere. For many years much of his revenue has been realized from three blind bogie tournaments that are played each week at Congress along with larger scale club events that are held bi-weekly.

Entry fees from these affairs finance the awarding of merchandise prizes and insure a regular turnover of playing equipment and apparel for the shop. Guysick and his staff handle all the details in arranging the blind bogies and bi-weekly tournaments and their remuneration, of course, comes from the profits that are realized from the merchandise that is awarded as prizes. Running these events takes quite a bit of time and involves a good deal of paperwork, but in the estimation of Guysick there hasn't yet been anything invented that equals interclub competition for moving merchandise out of a shop. And, as an indirect benefit, it creates more interest in golf at a club and thereby gives a further boost to pro sales.

### **Golfers Take Over**

Out of the small weekly events has grown a big annual tournament which is played exclusively in appreciation of what Joe Guysick does for the club. Members don't permit Joe or his assistants to turn a hand in staging this affair as they handle the collection of entry fees, handicapping, pairings, etc. All the money that is collected is apportioned to the purchase of prizes, all bought through the pro shop, and so if the firm of Guysick and company hasn't been enjoying the rosiest profit prospects for the season, this event does a good deal in setting everything aright. Few clubs in the country do as much for their pro as members at Congress Lake do for Joe Guysick.

Congress Lake is located about 15 miles due south of Akron, O., near the picturesque village of Hartville which is in the heart of Amish country, famous for its

vegetable farms. Many of its members live as far as 40 miles away in Cleveland, and there also is good representation among the membership from Canton, Alliance and Akron. Of the 550 players at the club, about 30 per cent are women.

So that you don't get the impression that Joe Guysick happens to be one of those lucky fellows who is installed in a dream shop with a membership that appears to be almost 100 per cent behind him and makes money in spite of himself, it is well to keep in mind that Joe hasn't always worked amid such splendid surroundings. Furthermore, he has managed to run a pretty fair business in his three decades as a pro regardless of the settings in which he has found himself.

### **Views on Merchandising**

Many of Guysick's ideas about merchandising are worth examining. Here are some of them:

- As has already been mentioned, he feels that the promotion of golf activity at a club should be the primary aim of any pro, not only because it helps his sales volume but because the club pays him a retainer to do so.

- When it comes to selling, certain restrictions probably are placed on a pro. He can't push merchandise at a member, but at the same time he shouldn't permit this thought to discourage him. If he is smart he will study his customers and find out which ones need a little prodding and which will buy without being pushed.

- Purchasing may well be the most important part of running a pro shop. To know how to buy, a pro has to develop market alertness — a feeling for when, where and how much to pay. This is done by listening to what the golfers themselves have to say, by studying daily newspaper ads, by keeping abreast of what clothing trade journals have to say about fashions, etc. A smart pro doesn't stock gadgets, he doesn't overstock any items in order to be a good fellow and help out a salesman and he spreads his buying around to cover all the best brands and labels.

### **No Fire Sales Necessary**

- If a pro sticks with the recognized brands, he probably won't have to hold any fire sales to get rid of slow moving merchandise at the end of the season.

- It is wise not to let stock become too depleted in the fall. Too many customers  
(Continued on page 104)

Light as a Feather... Quiet as a Whisper...  
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Pictured is Rita Wilson, Miss Tennessee of 1962

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# Pre-Emergence Control Now Approaches The Ultimate

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*A single herbicide application nearly eradicates crabgrass, but danger to the treated turf hasn't been completely eliminated.*

By **JOHN E. GALLAGHER**

Agricultural Research Dept., Amchem Products, Inc.  
Ambler, Pa.

*This article is condensed from a speech made by Gallagher at the 1962 GCSA convention.*

**E**ffective pre-emergence control perhaps has been the most sought after chemical weed control practice in the turf field. In turfgrass maintenance, crabgrass is the weed problem most frequently associated with pre-emergence herbicides. The search for the ideal material has been going on for a long time. That we have not yet found complete perfection is indicated by the number of turfgrass research people devoting time to annual tests.

Ralph Engel of Rutgers University once very concisely defined the ultimate objective of a pre-emergence turfgrass herbicide. He was searching for a method which had these characteristics: "A single treatment, simple, safe and sure". We would agree that this definition thoroughly covers all the requirements.

## Done in Single Treatment

It would seem that with today's pre-emergence control herbicides, we are approaching the ultimate. Most materials now available to the supt. fulfill the requirement of a single treatment. Competitive pressures have eliminated chemicals, no matter how effective, that require two or three treatments during a single season. Many herbicides are simple to apply either as a spray or dry granular. Several are sure to the extent of 85-95 per cent control of crabgrass under a wide range of conditions.

## Two Safety Factors

If there is a weakness it is in the area of safety. Safety is divided into two parts: Safety to the user and safety to turfgrass, both established and seedling.

Safety to the user can almost be assumed to be built into every herbicide which is marketed. The laws governing product registration require extensive testing, toxicological data and ample cautionary warnings of materials toxic to humans and animals. Reading the warning and abiding by the cautions for use assure safety to personnel.

## Not Completely Safe

Turfgrass safety is the one phase of Engel's definition that present materials do not completely satisfy. Many compounds have tolerance for several turfgrasses and show only slight damage to susceptible species. Others are toxic to a single species. It would seem that each region has a weak species. In the North the fine leaf fescue grasses are most fre-



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quently injured by herbicides; in the South it is the St. Augustine-Centipede group.

For the past three years turfgrass research stations throughout the country have been involved in pre-emergence crabgrass studies. Most stations have worked with spring applications, others have applied treatments both fall and spring, and some actually have conducted trials in fall, winter and spring in an attempt to determine the residual effects of the various herbicides. All stations have used some combination of the following materials in the 1960 field tests: Calcium arsenate, chlordane, Dacthal, Zytron, Pax, Diphane and Calcium propyl arsonate. In 1961 the above materials were tested along with these additional ones: Trifluralin, Dipropalin and Bandane.

#### Timing Is Important

Statements from two research people from separate sections of the country draw similar conclusions and stress the need of attention to timing. Joseph Duich reporting on tests held at Penn State in 1960 drew the following conclusions:

1) Chlordane must be used at rates in excess of 60 lb. — absolute for satisfactory control. This study showed granular chlordane as the most effective formulation.

2) Dacthal formulations were very effective for pre-emergence crabgrass control.

3) Dacthal was non-toxic to common and Merion bluegrass but significantly reduced the density of Pennlawn fescue and Colonial bent.

4) Zytron emulsion (M-1329) will temporarily discolor Merion bluegrass and reduce the density of Pennlawn fescue and Colonial bent.

5) Zytron formulations are very effective for pre-emergence crabgrass control.

6) Calcium arsenate discolored and inhibited growth of Pennlawn fescue and Colonial bent but was not too severe in reducing their density. It was non-toxic to common and Merion bluegrass and resulted in satisfactory crabgrass control.

#### Danger in Re-establishment

Roy Goss in a paper submitted to the Agrichemical-West, June, 1961 emphasized the danger of arsenicals to the re-establishment of desirable seedlings. He also stressed the need for the proper timing of the application. He gave dates for his area from Feb. 15 in the South to

May 1 in the Washington, Oregon, Idaho area.

In 1960 and 1961 additional herbicides were introduced. Of the many tested these following are likely to survive: trifluralin, dipropalin and diphenatril; Bandane; calcium propyl arsonate or the calcium propyl arsonate-calcium methyl arsonate combination. But once again some advantages and disadvantages show up.

### Eighth Air Force Holds First Turf Conference

A new group of golf course maintenance men was introduced to a turfgrass educational program when the first annual Eighth Air Force golf course and greens maintenance workshop was held recently at Homestead AFB, Fla. The man responsible for the program was Maj. J. F. Lamper, officer in charge of construction of AFB courses at Westover, Offutt and Homestead.

Eighth AF personnel from Goose Bay in Labrador to Ramey in Puerto Rico attended. Maj. Lamper, with Capt. John Bickerstaff of Westover AFB and turf expert, Joseph Troll of the University of Massachusetts, planned the conference. All sessions emphasized fundamentals for Northern and Southern construction and maintenance.

Troll was the principal lecturer, presenting talks, slides and demonstrations on all aspects of maintenance. Other speakers included Walter L. Papp, deputy chief civil engineer, Eighth AF, Alan Wilson of the University of Florida, Robert Small, Plantation Field lab at Fort Lauderdale, Jimmy Nichols, well known New England professional, and two architects, Mark Mahannah of Miami and Geoffrey Cornish of Amherst, Mass.

A field trip was made to the turf nursery of O. S. Baker in Perrine. M/Sgt. Joseph Vicas in charge of the Homestead AFB course conducted a tour of his course and a discussion of maintenance practices and equipment. The course was designed by Mark Mahannah and opened recently. Several companies provided equipment for display while others furnished chemicals, fertilizers, irrigation pipe and descriptive literature.

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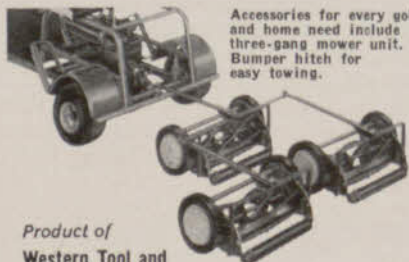
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"At last a cart I can pay off free and clear, in addition to making a profit the first season. It's the greatest thing I have seen in golf carts."

Weights only 204 pounds—readily accommodates two adults and equipment. Durable steel construction, is virtually service-free. Easy to drive—one foot control for stop and go. Automatic transmission and brakes. Special spring construction and foam rubber cushion assure smoothest ride ever. Bag side mounting makes it easier to select the proper club. Powered by famous, dependable

performing Briggs and Stratton 4-cycle engine with easy pull recoil start. \* Measures 36" high, 38½" wide and 60" long. Finished in a beautiful metallic blue. Full dealer discounts—find out all about the easy to sell Par-Pony now. Why not mail coupon today—you'll be glad you did!

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Some select territories still open for sales agents.

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- I am a rental
- I am interested for club or course ownership
- Other Please state \_\_\_\_\_

## Big Boom in Course Building on Long Island

By JOHN M. BRENNAN

Golf, through the years, was said to be a game designed for cheap land. But the trend is quite different these days, especially within the shadow of Manhattan's skyscrapers where the price tag on terra firma is the highest in the world.

It is understandable that golf is enjoying its greatest popularity on expensive land not too far removed from Gotham on Long Island. There were far too few courses for an expanding golf population for a decade as real estate subdividers hacked away at more than a dozen fine private layouts within the New York City suburban area.

But an unprecedented golfing boom now is taking place — a complete reversal of the post-World War II trend as the courses began to disappear from the scene.

### All Start Together

Long Island's golfing surge began about the time of digging of the first dirt for the World Fair being built, in Flushing Meadow, with the start of the new stadium on Flushing Bay for the National League New York Mets and the building of an 80-mile six-lane Expressway that will link the Big City with Peconic Bay.

When Robert Moses launches his pet project at Flushing Meadow in 1964, Long Island will have at least 25 golf courses that did not exist when the first dirt was spaded to make room for the World Fair.

And, the strip of land that juts east of Manhattan for 120 miles and runs 20 miles from the Long Island Sound to the Atlantic wasn't exactly barren of courses in 1960. There were 49 private clubs two years ago, 18 public and three maintained by New York City as part of its chain of 10 layouts in four boroughs.

Most of the \$50,000,000 being expended for Long Island's new courses has and is going into the purchase and development of former Gold Coast estates. Most



Lake Morey CC in Fairlee again will be the site of the Vermont Open, which will be played June 18-19. The tournament is sponsored by the club and Smirnoff Vodka and offers \$3,000 in cash and prizes. Bill Ezinicki won the 1961 event with a 131.

Photo shows first tee at Fairlee.

of these world-famous landmarks with their 40 to 60-room mansions and manor houses were built between the two major wars. Their owners have passed on and taxes have made impossible their continuance as private residences.

Another \$5,000,000 is being spent on the improvement of older structures and building new clubhouses for such clubs as Seawane Harbor at Hewlett, North Hills GC in Manhasset and Hempstead CC.

A majority of the new courses, such as Cedar Brook, where former National Open champion Tommy Bolt is head pro, Woodcrest, Muttontown, Old Westbury, Indian Hill, Hauppauge, Hillantree, Merrywood, Syosset, Tam O'Shanter, Dix Hills, the two courses designed for the Marshall Field estate and Sunken Meadow, are within easy reach of the new Expressway.

Another newcomer to the scene is Island's End being built by Charles K. Martin of Commack, a protege of the late Walter J. Grego who nurtured the turf at Winged Foot, Yankee Stadium, Shinnecock Hills, Middle Bay, Bayside and other clubs.

### Construction Record?

Martin, who seeded Meadow Brook and Deepdale's new courses and redesigned Pelham, set some kind of record for Long Island when he built Tam O'Shanter in Brookville, an 18-hole layout, in three months last Summer. He had 50 pieces of machinery and 64 men on the job during the 90-day period.

Simultaneously, Martin was finishing the job at Island's End, located at the northeast extremity of the island; building

*(Continued on page 108)*



*Gene Sarazen* says— "Here's why I changed to ETONICS"



"Three reasons, which make good sense to me (and I've been playing golf as a professional for more than 40 years): lightness, flexibility, *comfort*. I've spent thousands of dollars for custom-made shoes by the top bootmakers of New York and London — but I've never enjoyed any shoes as much as my ETONICS!

"I'd heard a lot about ETONICS. Seen a lot of them in tournament play, too. Finally a friend of mine — a top amateur — persuaded me to give them a try. So I got a pair, to see for myself.

"I'm very much pleased with them! I particularly like the cushion innersoles and the very soft leather linings. And the lightweight feeling, the way they follow my feet in action. They're completely comfortable. I wish I'd discovered them years ago!"



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(Above) Lake in foreground, fronting Cape Coral maintenance and car storage building, is a ninth-hole hazard. (Below) This is how the maintenance building looks from the first fairway.

## Maintenance Headquarters in a Scenic Setting

When general manager, Connie Mack, jr., Mac Parsons, supt., and Ed Caldwell, professional, were planning the operations program for the fine golf layout Dick Wilson designed for Cape Coral (Fla.) CC, they decided to house the course equipment and materials and golf car storage and maintenance in one attractive and adequate building. The building was located in the center of the 18-hole layout and close to the clubhouse. To keep working tools out of sight, Parsons had plantings in around the maintenance building even before the building was completed. These pictures were taken last December, shortly after the first 9 was put into play. Now the trees and bushes hide the building and look as though they had been growing for years.

## Handles Handicap Computation Swiftly by Machine and Mail

Minimax, a machine calculating service making use of newest equipment, is being extended to clubs for handicap determination whether USGA, Southern California or other handicap systems are used. The service is provided by Minimax Computing Co., 9921 Chireno St., Dallas, 20, on a per-member cost basis that varies from 18 to 35 cents per member per calculation, depending on the size of the club and number of calculations per year. Special arrangements are made with associations getting handicaps computed for members of a number of clubs.

The Minimax system supplies printed forms for facilitating and publicizing correct handicapping. With each calculation

Minimax furnishes alphabetical, machine-written forms on which new scores only are posted. At the end of the handicap period these forms are removed from their folder and mailed to Minimax, relieving the handicap committee of the work of computing handicap revisions. Within 12 hours new handicap pages, new master record, new individual handicap cards and new posting pages are in the airport post office at Dallas. Total elapsed time for the service for clubs within continental U.S. is seldom more than 72 hours.

### 70 Per Cent Incorrect

Checks by Minimax show that as high as 70 per cent of handicaps figured in the customary manner are incorrect. Minimax has been extensively used in the Southwest for some months and recently was enlarged to national scope.