

servation, feels that superintendents have been using many chemicals, such as DDT and mercury, on a preventative basis and even when they are not faced with any diseases. "The state bans and restrictions on chemicals still make it possible for the man who makes his living using chemicals to have the necessary tools at his disposal," Dylewski says.

Charles Frommer, director of New York State's Bureau of Pesticide Control, echoes many of Dylewski's observations. "Although many people may have felt that we rushed chemical legislation through, the action centered around those chemicals that were considered harmful by both the state and Federal governments. The state would not have taken such drastic action," Frommer says, "if it felt it would ruin the golf course or agricultural industry. But the availability of non-toxic substitutes made it imperative that we ban certain deadly chemicals, even though the golf course superintendent was not the culprit. We are still not sure of the effects of certain chemicals, even if they

are controlled, and the part they play in the food chain."

As GOLFDOM was going to press, the steering committee reviewing New York's pesticide regulations was meeting to decide further steps which should be taken regarding certain chemicals. Frommer indicated that arsenicals will undoubtedly be a prime topic of conversation at the meeting, but restrictions are not expected until 1972. The chances of DDT and mercury being again available on a prescription basis to superintendents is about as likely as 18 consecutive holes-in-one!

Although New York does not have a licensing or certification test, Frommer feels that day is not too far away. However, he says, the custom applicator, the man who applies chemicals to other people's property, will be the first affected by any licensing procedures. He agrees that certification from the GCSAA should provide the superintendents with the knowledge to handle any state tests forthcoming.

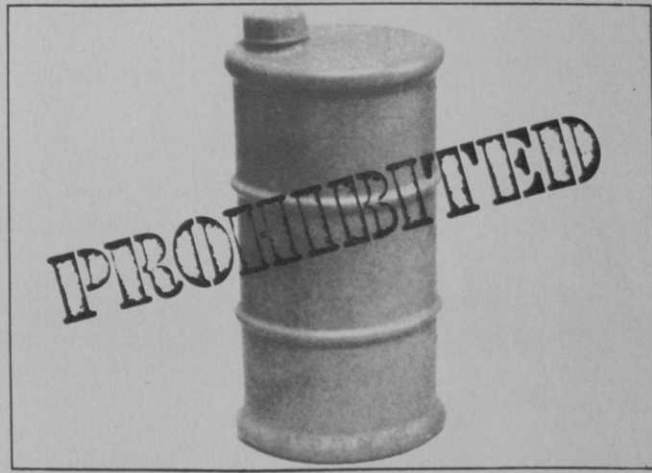
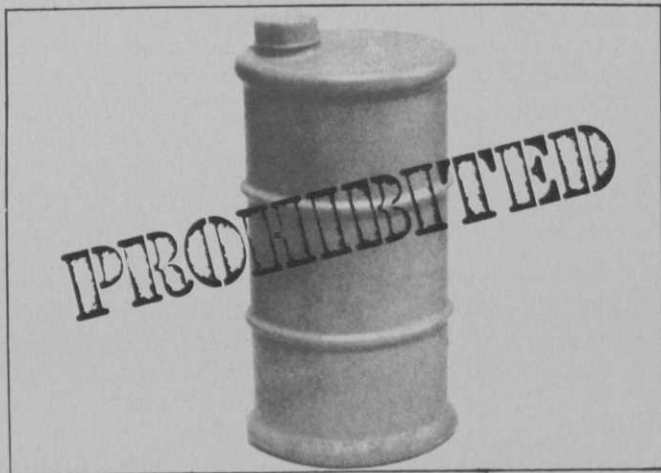
John Spodnik, past president of the

GCSAA and superintendent at Westfield CC, Leroy, Ohio, works with superintendents, the Ohio State Environmental Protection Agency and legislators, in an attempt to reduce the misinformation surrounding certain chemicals.

"We are working for favored regulations and restrictions which would require homeowners to pass the Ohio Pesticide Applicators Law before using certain chemicals," Spodnik says. "Because of the superintendent's knowledge of chemicals and turf, he is exempt from the test," he says. Like many superintendents, Spodnik feels the term pesticide is a misnomer too closely associated with Rachel Carson's controversial book, "Silent Spring." He favors using the term "plant protectant." "Without chemicals," Spodnik says, "gypsy moths and beetles would run rampant through forests and golf courses causing irreparable damage."

Spodnik, along with Harris, favors the systemic chemicals as substitutes for fungicides. "Systemics cause the least amount of pollution,"

(Continued on page 32)



THE NAME OF THE GAME!

IN GOLF IT'S
Warren's® A-20
Bluegrass



THE FINEST GOLF GRASS FOR TEES FOR FAIRWAYS FOR APPROACHES

- Heals more rapidly from divot injury.
- Requires less maintenance.
- Greater disease resistance.
- Stiff upright growth supports ball better.
- Thrives under short mowing down to $\frac{3}{8}$ ".
- Hardy. Withstands traffic.

**RATED "EXCELLENT" BY
LEADING UNIVERSITIES AND
RESEARCH ORGANIZATIONS.**

Available only
as sod or plugs



For more information circle number 143 on card

Spodnik says, "because they are absorbed in the soil by the plants. As a fungicide they prevent diseases on greens, fairways and tees.

"Although they cost more money," Harris says, "they only have to be applied twice a year. The extra cost of the chemicals is completely offset because less time for labor is involved."

According to Ellis Geiger, superintendent at Doral Hotel and CC in Miami Beach, Fla., many superintendents in his area have not used DDT or mercury for several years. "We have found many substitutes over a broad spectrum of chemicals which are effective, bio-degradable and have a very low toxicity," Geiger says.

Harvey Junor, superintendent at Portland GC, Portland, Ore., switched from mercury and DDT before the chemical controversy became vocal. Using substitutes he is still producing top quality turf and working within the same chemical budget!

The superintendent should not resign himself to the notion his voice will not be heard above the cries of the environmentalists. According to Robert Kelly, assistant for administration at the Environmental Protection Agency's Office of Pesticide Programs, "The EPA will be taking public testimony on DDT starting this summer. An examiner will conduct hearings in many parts of the nation," Kelly says. "After the hearings, which will give golf course superintendents as well as the public an opportunity to respond, the EPA will have an administrative review combining the testimony with laboratory experiments. The final results should be known within nine or 10 months," Kelly added. According to Kelly, the EPA's administrative review on mercury compounds should be completed this month.


One possible means of retaining some of the highly toxic and residual chemicals by licensing, is being investigated by members of the GCSAA.

Canada has a licensing law which Dr. Paul Alexander, educational director of the GCSAA, would like to see adopted in this country. Ac-

ording to Alexander, since 1969 the Canadian government has restricted applications of chemical products on a large scale to persons who have passed an exam which qualifies them as licensed applicators. If a Canadian superintendent fails to pass the exam, which is a tough one, he has to hire a man who is licensed, to do the spraying. Late last year, Wisconsin passed similar legislation. Under that law, the superintendent has to notify anti-pollution board officials who is qualified to apply chemicals at his club. At most clubs it is usually the superintendent and one or two of his assistants. Wisconsin also requires that the type of chemicals used be specified. No tests are required, but county agents make periodic checks to ensure that only licensed or approved operators are handling chemical applications.

At the moment, Alexander is preparing reference material for superintendents to study prior to taking an applicator's exam. The test, when it is ready, will be monitored by the GCSAA. If he passes, the superintendent will receive a license certified by his association. If he fails, it means more study. The GCSAA plan is voluntary. The advantage of having a certificate is that most states probably will recognize it if they have to enact licensing regulations in the future. If the states do not recognize GCSAA certification, there is little reason to doubt a superintendent would have any trouble with the state exam after passing the GCSAA one.

Even if DDT, mercury compounds and arsenicals are not banned by states or the Federal government, the superintendent must weigh the price he pays if he continues to use these controversial chemicals. According to one superintendent, "Defending mercury and DDT are not worth the battle. The superintendent is working in the middle of a congested oasis—trees and grass surrounded by concrete and asphalt—and he must continually be conscious of his obligations and responsibilities for utmost safety and a favorable image not only to the club members, but to the surrounding community as well." □



Call whoa on poa with Betasan[®]

Selective Herbicide

Now is the time to get ahead of your worst weed pest of greens and tees—*Poa annua*. Treat your turf with Betasan now and prevent fall poa germination.

An application of long-lasting Betasan will also control fall-germinating henbit and shepherdspurse as well as crabgrass next spring.

Betasan is easy on your desirable turf grasses and dichondra, as well as many ornamental plants on your grounds. Use economical, long-lasting Betasan to prevent weed growth so your grass can fill in during cool weather. Available in liquid and granular formulations, Betasan is easy to use in spray or dry application equipment. Get Betasan now from your golf supply distributor. Stauffer Chemical Company, Agricultural Chemical Division, Dept. HD, New York City.

Betasan from



For more information circle number 216 on card

WILL THEY REMEMBER THE COURSE OR ONLY THE SCORE?



Webster defines character as "... distinctive qualities ...". In some cases golf course architects are given the financial means to develop distinctive qualities. The Monster at the Concord Hotel in New York State is a text book example. No expense was spared to build an exceptional layout for the scratch and low handicap golfer. In other cases nature was the craftsman on courses such as Pine Valley in New Jersey and Cypress Point in California. Although the designers of these two courses used the natural features to their best advantage, nature set the pace.

Few courses can afford unlimited funds for construction or have natural scenic wonders. Nevertheless, every course, from the smallest rural nine to the multi-million dollar private resort clubs, can strive to emphasize its particular character. The only two prerequisites are the desire and a firm idea of what the course character is or could be.

Age can determine character. Courses built before the 1920s are very likely to have features that are condemned, at least by the superintendent who tries to keep labor costs down. Steep banks and mounds are common construction evidences of horse and scoop or manual labor of yesteryear. The mound behind the trap is all the material that was removed to make the trap. Because this type of course is no longer built, it is unique. This uniqueness can be used to give it character, mood and feeling. Maturity and solidarity, the large native trees and the old clubhouse lend themselves to this feeling.

All signs should be kept to a minimum, especially on a private course and should be made of cast iron or aluminum, or cut into stone. The old standard cotton greens flags are also appropriate. Same goes for tee markers. One old club uses turn-of-the-century cast iron benches. It's off-beat, but completely in character. A course of this

When nature doesn't bless a course with charm and character and finances don't permit building in those qualities, there are still some relatively inexpensive and unique touches that can be added to make a course memorable

By Bill Smart

Superintendent, The Powelton Club, Newburgh, N.Y.

era might bring back the sand box for teeing up.

In keeping with the atmosphere, stone can be used for retaining walls and mall buildings, such as shelters and pumphouses. Another old club has a large substantial clubhouse made of old red weathered brick. Next to it, facing the third fairway, a small wooden shed houses the swimming pool filters. Unfortunately it has a flat slant roof, and the wooden siding is painted green. It breaks the mood and offends the senses.

Of course not all golf courses are vintage. Some are modern. This may not seem desirable; but to be new, it must also be up-to-date. This means large sweeping areas, big greens and tees—features that sweep and flow. Car paths automatically lead the golfer onward. This could be another type of character: spaciousness, breathing room away from the confines of office and city streets.

At one club on Long Island, the character is affluent. One comes away with the feeling that this must be one of the wealthiest clubs in the country. This may or may not be true, but the feeling is there. The grooming is exceptional and the landscaping is superb. Food, furnishing and service are second to none; needless to say the golfers expect no less on the course.

Many courses have potential character that is there, but not fully developed. One course in New England, for example, is located in a valley with no scenic wonders. Further, the budget does not allow anything special in the way of grooming. Chances are that many of the golfers will be from out of state and the chances are also good that the local people will have a keen sense of local pride. A good superintendent and his green committee could work with this. Start with stone walls—all New England courses have stone walls. A good laid up wall is a delight to the eyes. A covered bridge, out of the line of play, could

(Continued)

Touches of wildlife: the Tropicana CC in Las Vegas (above, this page). Cultivated flowers (photos 1 and 4) add color to clubhouse grounds at Canterbury CC, Bedford Heights, Ohio, and Glen Oak CC, Glen Ellyn, Ill. A rustic fence at Stowe, Vt. (photo 2), adds character to the course while serving a function. Water, wild flowers and spectacular scenery combine to enhance the ambience of The Greenbrier, White Sulphur Springs, W. Va., (photo 3). Bleached wood creates a pleasant design at Cypress Point, Pebble Beach, Calif., (photo 5).



double as a rain shelter. Split rail fences on property lines, rustic benches on tees and perhaps a hand pump or natural spring with a tin dipper are touches reminiscent of New England. The city golfer might remember the cold clear water after he has forgotten his score. An old farm wagon could be used for an annual flower planter near the clubhouse or first tee.

Here is an example of developing a potential feature. A sweet corn grower in upstate New York put in nine holes on more or less flat sandy bottom land. Very new, it still showed construction scars along the good-sized stream banks. I rode the edge of the course with him in a golf car and for lack of anything else to see, looked through the scrubby trees that lined the stream bank. The more I looked, the more I became fascinated. Rising from the far bank, out of the deep dark water was a sheer cliff or fissured rock that rose about 30 or 40 feet and was capped with a mantle of hemlock trees. It was a monument no one could build. And it was free. It ran the full length of a par four hole. I convinced the owner to clear away the brush to allow the golfer to view this treasure. It might not give the whole course character, but it certainly made that particular hole.

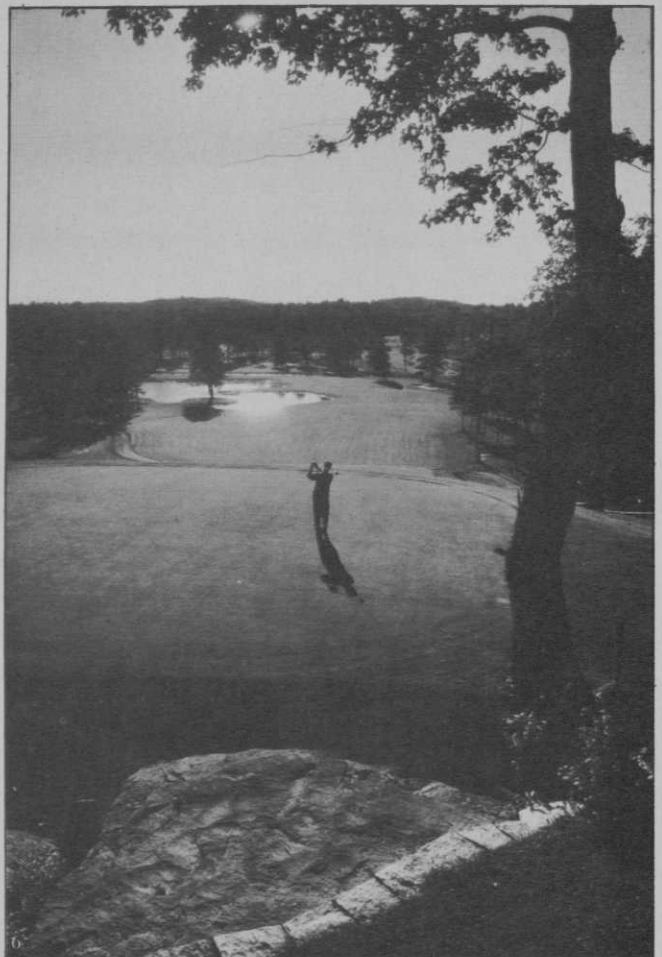
The most difficult challenge is the course that has nothing going for it. No history, no scenic wonders and no money. In this case the superintendent and green committee should take a long hard look at each hole and determine if some feature could be used to build some interest. Attention can be focused on a specimen tree, a rock outcropping, a small stream or a quaint bridge. Sometimes a small amount of effort will make some insignificant feature stand out and become the focal point for the onlooker—shape and prune the trees, landscape around the rock, use some stones in the stream to form a waterfall.

Lacking all else, the superintendent can build the course reputation on exceptionally fine turf and playing conditions. This is perhaps the most difficult pursuit, especially when turf and playing conditions are taken for granted by today's well-traveled golfer. It seems to me, however, that most courses with character also have fine turf. They seem to go hand in hand.

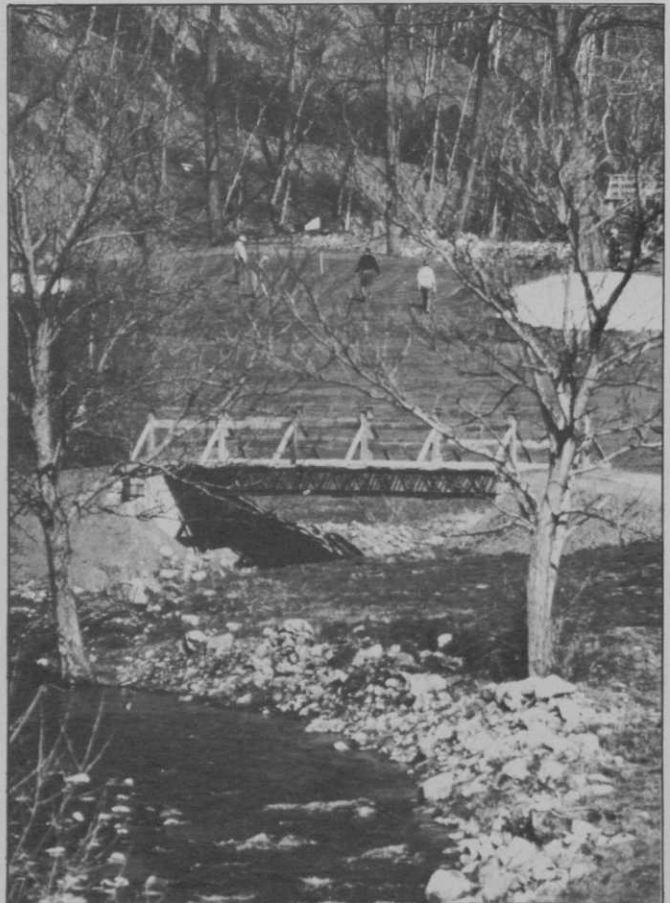
Sometimes a golf course will take on character solely because of the special talent of the superintendent. A course in Florida, for example, looked much like any other except for one factor. The superintendent had more than usual interest in horticulture. He made large mounds of sand between the fairways on the otherwise flat terrain. He had naturalized these with native plants. He had hundreds of small plants growing in cans all around the workbarn. He had not been directed to do this, it was his idea.

Another superintendent had a keen personal interest in carpentry. He built bridges, shelters and tee benches that outshone the commercial products. This was done because of his interest. Others have an uncommon interest in agronomy and try out new grasses on their course.

Each course should invoke some kind of a mood or feeling. This is not shared or understood by all individuals on the same level. For this reason the superintendent and his green committee should be continually on the alert to maintain and enhance it—whatever it may be. □



A feeling of expansiveness can leave an impression on the golfer, as in the case of this fairway at the Concord, Kiamesha Lake, N.Y. (photo 6). Again, water, trees and rocks work their soothing magic on golfers; shown here, The Homestead, Hot Springs, Va., (photo 7).



EMERGENCY FIRST AID FOR INSECT STINGS

Bees, wasps, yellow jackets and hornets have poisonous stings. For the non-allergic person, getting stung can be uncomfortable; for those who are allergic, a sting can be fatal

WHEN YOU ARE STUNG

When a bee stings, the stinger pulls out of the bee's body and remains in the victim's flesh. The barb and its attached poison sac can be seen sticking out of the skin.

WHAT TO DO IF STUNG



- Handle the stinger gently. Best method of removal is to scrape the stinger off with a knife or your thumbnail. (Although pulling out the stinger often has been suggested, this action could risk squeezing the poison sac, thereby, injecting more venom.)
- Be aware of an allergy to insect venom. If serious swelling, abdominal cramps, nausea, breathing difficulty or other severe reactions occur, get to a doctor immediately.
- Keep a first-aid kit handy at all times if you are allergic and be thoroughly familiar with its use. The kit should contain adrenalin ampules for injection as prescribed by a physician.



HOW TO AVOID STINGS

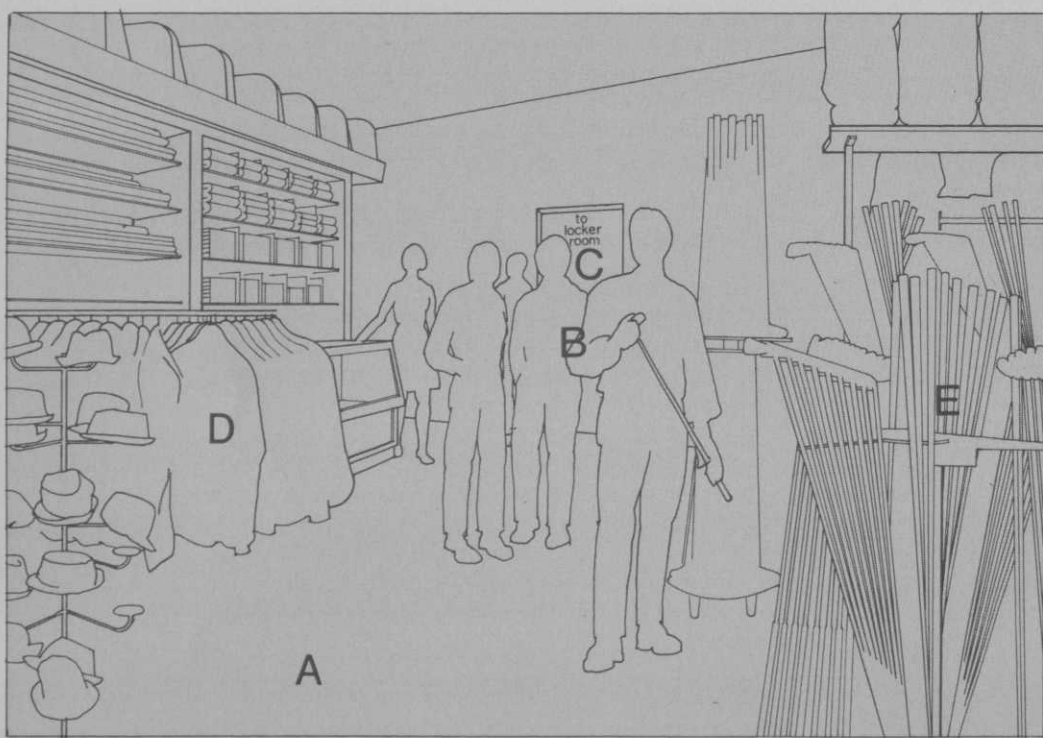
- Avoid using strong perfumes and colognes when golfing—they attract insects.
- Stay clear of beehives—bees sting to protect them.
- Seek shelter immediately if someone near you has just been stung. Otherwise you and he are likely to be the target of further attacks. Bees deposit a substance on a wound that attracts other bees.
- Avoid making sudden or rapid motions when a bee approaches you. Don't run or move your arms about. Put both hands over your eyes and as much of your face as possible. Peek between your fingers and then slowly move away, putting as many objects—trees or structures—between you and the insect.
- Are you allergic?
Check with your doctor now!

Information derived from source materials provided by the American Medical Assn.

WHAT IS THE AVERAGE PRO SHOP?

If your shop doesn't have a dressing room, you have lots of company. And you are among the majority, if you've had business training

By Vincent J. Pastena



- A) The average pro shop has a floor space of 1,310 square feet or about 36 by 36 feet.
B) The average pro shop's staff, including the professional, numbers 4.5 people.
C) The average shop does not have dressing rooms or booths; usually customers use locker rooms for "try-ons."
D) The number of different manufacturers' lines that the average shop carries in apparel is: shirts, 3.4; men's shoes, 2.6; ladies' shoes, 2.0; gloves, 3.2; men's hats, 2.0; ladies' hats, 1.8; ladies' shirts and blouses, 2.2; men's pants, 2.0; ladies' pants, 2.0; socks, 1.9.
E) In equipment the number of lines the average shop carries is: putters, 6.9; wedges, 5.7; clubs, 6.1; balls, 6.1; bags, 3.9.

The average pro shop has an extremely limited amount of physical space to handle a large merchandise mix, and the records that guide its operation are, at best, minimal. These two points perhaps are not startling to someone who has been in the golf industry for any amount of time. However, they are not educated guesses, but the results of a for-

mal survey designed to determine the characteristics of the "average pro shop operation." The term frequently has been used. Yet, it could not be said with absolute certainty whether a norm exists, and if so, what that norm is. GOLFDOM made a survey of golf professionals to find out.

Respondents revealed that they are

carrying many items of equipment and apparel in a space that is little more than 1,300 square feet, which works out to a square space of about 36 by 36 feet, including storage area. This means the professional cannot afford to be indiscriminate about his use of space. Every square foot of floor, as well as wall, and even some of the ceiling, should serve a

How often do you tally sales slips?	
Frequency	Per cent of total response
Daily	80.7%
Every 2 days	.5%
Weekly	10.7%
Bi-weekly	.5%
Monthly	6.6%
Do not use	1.0%

How often are items sold deducted from inventory figures?	
Frequency	Per cent of total response
Daily	16.9%
Weekly	21.4%
Bi-weekly	.6%
Monthly	49.5%
Quarterly	2.9%
Semi-annually	.6%
Annually	4.6%
Other	3.5%

How often do you take inventory?	
Frequency	Per cent of total response
Daily	1.0%
Weekly	3.7%
Monthly	35.8%
Bi-monthly	1.0%
Quarterly	17.4%
Three times a year	2.6%
Bi-annually	17.4%
Annually	19.5%
Other	1.6%

merchandising function. At the same time, space utilization must be very organized to clearly define merchandise areas for the customers and to avoid a "bargain basement" look. Sounds like a tall order, but with today's modular displays and storage units, designed with the cramped conditions of a pro shop in mind, the job already has been done.

Even with a tight space problem, there is one facility that must be added to the pro shop—a dressing room or booth. Almost 63 per cent of the survey respondents indicated that they had no such facility in their shops. Of that group, almost 74 per cent said their customers must use the locker rooms for "try-ons"—a sure deterrent to impulse buying. And although it sounds elementary, another "must" is a three-view, full-length mirror.

On the personnel side of the operation, the average pro shop appears to be sufficiently staffed with three to four people, excluding the professional. Generally, three of these staff members are involved to some degree in selling. Buying for the shop is the professional's domain. Almost 67 per cent of the respondents said they do all the buying, and most of the remainder share the buying duties with other staff members. Only a few give these chores over to someone else entirely. What is surprising, however, is that with staffs of three to four people, only about 50 per cent of the respondents said they have a woman salesclerk—something industry experts have been encouraging for years. In the apparel area, women sell to other women more easily.

A woman staff member is not the only answer to improved sales. The professional's presence in the shop is essential for equipment sales. In the minds of the consumer, he is the equipment expert—and rightly so. The majority of respondents said they spend 50 per cent or more of their weekly working hours tending to duties in the pro shop. However, more than 26 per cent of the respondents give less than half of their time to that activity, which should be providing the bulk of their incomes.

In addition to sales duties, many professionals apparently are not

(Continued)

Do you record incoming soft goods stock by brand name, size, style, color and price for inventory?	
Response	Per cent of total response
Yes	65.1%
No	34.9%

Are items sold deducted from inventory control records by size, style, color and prices for future recording?	
Response	Per cent of total response
Yes	41.4%
No	58.6%

When do you order your initial stock for the spring/summer season?	
Frequency	Per cent of total response
Fall	57.9%
Fall & PGA show	2.3%
Fall & spring	5.6%
December	.6%
January-February	19.1%
Spring	9.0%
PGA show	1.6%
Other	3.9%

Do you buy merchandise at the PGA Merchandise Show?	
Response	Per cent of total response
Yes	49.5%
No	50.5%

Pro shop
continued

Generally, what per cent of your initial stock do your total re-orders constitute?

Percent of initial stock	Per cent of total response
10%	29.2%
20%	29.2%
30%	25.2%
40%	5.3%
50%	9.9%
70%	.6%
80%	.6%

Do you employ a woman sales clerk in your shop?

Response	Per cent of total response
Yes	49.0%
No	51.0%

What per cent of your weekly working hours is spent on duties inside the pro shop, as opposed to duties outside the shop, such as instruction?

Per cent of working hours	Per cent of total response
Under 10%	1.6%
10% to 15%	2.1%
20% to 25%	7.9%
30% to 35%	9.4%
40% to 45%	5.2%
50% to 55%	22.0%
60% to 65%	16.2%
70% to 75%	12.6%
80% to 85%	14.1%
90% to 95%	7.9%
100%	1.0%

devoting enough time to record keeping. Survey results showed an obvious neglect of some basic and essential procedures. Although the majority of respondents—more than 65 per cent—indicated that they record incoming soft goods by brand name, size, style, color and price, only a little more than 41 per cent note the same facts when deducting items sold from inventory records. Unless a professional follows this procedure, a thorough and rapid sales analysis is difficult—if not impossible. There are no other practical means of determining what brands, price categories, colors and sizes are moving fastest and what brands are lagging. Without this knowledge, a professional cannot buy and re-order accurately. However, as important as such information is, some respondents indicated that they keep no records at all or simply do “spot checks” of stock. This type of nonchalance about record keeping does, in fact, reflect itself in buying procedures. Many professionals, through their responses to questions on quantity and frequency of re-orders, revealed an overdependence on re-orders. This is a prime indicator of inadequate knowledge of their stock and their market. Placing large re-orders at midseason is dangerous business, because some soft goods manufacturers, in particular, have reduced considerably the quantities of their overcuts. One supplier warns, “Never has it been more important that the pro commit the supplier as early as possible.”

The formal training acquired by golf professionals could well be the differentiating factor between those who are running their shops according to proven procedures and those who are not. A little more than 58 per cent of the respondents indicated that they had attended courses in merchandising and business offered by the Professional Golfers Association and/or an accredited college. A great percentage of these professionals had covered a range of subject matter that should have prepared them well for the merchandising side of their profession. Of those who attended such courses, more than 95 per cent acclaimed them as helpful in their job performance. □

Do you use in-shop display materials provided by golf equipment and golf apparel manufacturers?

Response	Per cent of total response
Yes	70.2%
No	29.8%

Have you ever attended any courses in merchandising and business offered by the PGA or accredited colleges?

Response	Per cent of total response
Yes	58.4%
No	41.6%

Into which price categories or category does your merchandise fall?

Price categories	Per cent of total response
Low	7.6%
Medium	46.7%
High	19.3%
Medium to high	18.3%
Low, medium, high	8.1%

If you carry merchandise in more than one category, which category accounts for the greatest volume of sales?

Price categories	Per cent of total response
Low	12.3%
Medium	55.6%
High	32.1%