

Everything You've Always Wanted Your Shop To Be

Several years ago, Bill Eschenbrenner had an opportunity not many golf professionals get — he had a chance to build his own dream shop.

When the decision was made at El Paso Country Club in Texas to move the pro shop into a free-standing unit connected to the club, Eschenbrenner sat down and decided what the most important factors were. The solution he came up with provides service to the members, allows him complete control of traffic and offers flexibility for merchandising in the shop.

Previously, the shop had been in an older part of the club. Storage was relegated to a shack completely separated from the shop, and this limited the service that could be offered quickly to the players. In addition, no one in the shop could see any of the golfers who went onto the course. Even though there was a mandatory reservation system in effect, Eschenbrenner estimates that he missed about 30 percent of the players who would go right onto the course. Also, fixturing in the shop was in permanent positions and display facilities were limited.

"When I started to think this through," Eschenbrenner told GOLFDOM, "I really didn't know where to turn. But I found a design consultant at the PGA Merchandising Show that helped me a lot."

Bill Eschenbrenner of El Paso Country Club in his pro shop.

Club officials at El Paso Country Club in Texas decided it was time to build a new pro shop, and Bill Eschenbrenner took the opportunity to design in what was important to him. The result — his own dream shop.

Using suggestions from the consultant as a base, he began working out the design. One of the unique features of the shop is that it is elevated, and from his office, Eschenbrenner can see the entire putting surface on the ninth, 10th, and 18th greens, as well as have clear vision of the first and 10th tees. Further, it is possible to stand anywhere in the shop or at its counter and see the practice putting green.

This is important for several reasons. "We wanted control of the play," he said. "And the layout was designed accordingly. No more one-somes cutting in front of a four-some." Another factor is that Eschenbrenner can work from his office and see the entire shop, or one man can run the shop between 6 p.m. and 9 p.m. with full vision of play.

The complete setup, including the sales area, the office, bag storage and caddy room was built in an arc form. The sales area takes about 1,600 square feet, about double the

size the old pro shop, and about one-quarter of the entire area. The back storage holds 420 standing bags, and is right behind the office, with the club repair room next to it. The air-conditioned caddy room has locker and toilets within the room. Underneath the entire pro shop is floor space for about 60 electric golf carts.

It is within the shop's sales area that he feels he has been most successful with his design. "I guess the key word to the entire operation is mobility," he said. "I can change anything in this shop at any time within a day's time. In most shops there are two or three fixtures at least that are permanent. Other than the walls, floor and ceiling, we have nothing that's permanent. This means I can move the counter to give the shop a new look at any time. And I can redirect the flow of traffic any way we need."

In terms of fixturing, all units are on rollers, including the counter. The unique counter design is composed of three portable pieces which fit together into an octagonal shape with one part missing to allow entry into the behind-the-counter area formed by the contour. The entire unit measures 7½ by nine feet. Each of the counter octagonal sections is 20 inches in depth and 44 inches in width on the outside, tapering to 28 inches on the inside. These units alternate with counters that are 19 inches inside with a 19-inch width outside.

continued

Everything You've Always Wanted Your Shop To Be continued

The counter's glass top display has an overhang which has an important function. This allows the players to come up to the counter and have a place for their shoes without hitting the bottom of the counter. Maintenance is enhanced because scratching and other damage is avoided at the foot of the unit.

He has opted for a glass top on the entire unit, except at the register, as he plans to keep all the merchandise off the counter. Instead, he places on the top registrant's list, posting sheets, telephone, pencils, etc. In this way, he feels the players will have to look down into the case while they are signing in, and will be

more aware of merchandise than if it were on the counter, out of their line of vision.

The counter is the kingpin in terms of merchandising as far as he is concerned. "One of the things that I wanted to be certain to avoid," he said, "is to let people get in the habit of feeling the merchandise is in the same place all the time. If they get that feeling, all they do is go directly for what they want, and they never stop and look at anything else. If we keep moving everything around, they will have to look at all the merchandise. That way, they will think of two items — what they want, and what they see."

Eschenbrenner has utilized a flagstone, wall-and-glass combination. Standards are screwed into the stone and concrete wall using mollies that spread out, and hold inside the wall. The wall shelves can be changed according to need, size and height of merchandise, and rods can even be used in place of the shelves in case for hanging merchandise. Other units are also flexible. The slacks are on rollers, and the shoe racks are on cannisters and can be pulled as needed. The wall space separating the office from the sales area has been utilized to line up sample golf bags.

In terms of electrical fixturing, he has tried for flexibility as well. For example, there are three floor outlets as well as wall ones which have been spotted throughout the sales area. The value to this is that when the counter is moved about, the telephone plug-in and the announcement mike can move with them. Track lighting is used for the lamp power, and he uses four spots for highlighting merchandise. The spots can be moved to hover over the counter or any of the racks as they are moved about. "We put spots over the hat rack," he said, "and sold three the first day. That clued me in. Now, whenever I want to push an item, we just highlight them with a spot. And they move."

Unlike many other pro shops, he does not go along with the philosophy of filling up the walls with club sets. "All you really need is one set to show the players," he said. "Clubs have a turn of two to three times a year. You have to fit the club to the man anyhow, which means that they have to be presold over a

to page 54

PICK OUR BRAINS.

Profit from our experience. Over the years, and around the country, we've seen what works and what won't. You know us as the leading sales reps in golf and sportswear fashions. But you may not know how many business ideas we can contribute to your retailing success. We provide this advisory service free — just for the asking. Free... write for our useful Profit Markup Calculator.

JACK CARNAHAN, INC

The profit pros.



National headquarters: P.O. Box 1308, Newport Beach, California 92663 (714) 646-5169
Representing Johnston & Murphy golf shoes, "John Weitz" men's shirts by Excello, Esquire sportswear, Spyder Mark slacks, Hadley women's sportswear, and I'll knit sweaters.

For More Details Circle (113) on Reply Card



Wherever golf is played...

Par Aide Products Company has been servicing the needs of the golf course superintendent since 1955. Because its products are designed to be functional and are built to withstand rugged use, it's just natural to find Par Aide equipment "wherever golf is played."



FOR COMPLETE LINE OF PAR AIDE GREENS
AND TEES EQUIPMENT—WRITE FOR CATALOG

PAR AIDE PRODUCTS COMPANY

296 NORTH PASCAL STREET • ST. PAUL, MINN. 55104

THE STEWART® money machine



**RING IT UP
WITH THIS
FREE OVEN...
AND STEWART
HOT SANDWICH
SERVICE**

**NO INVESTMENT.
NO WASTE
OR SPOILAGE.
NO PROMOTION
EXPENSE.**

Just turn the dial—Stewart does the rest! Here's how you can turn two square feet of space into instant profits—with no previous food service experience, no investment, and no extra help needed.

At no cost to you, Stewart will provide the infra-red ovens you need, where you'll heat up a wide variety of appetizing hot sandwiches in almost no time at all. They're fresh-made daily... refrigerated... ready to pop into the oven. You can heat as many as 12 sandwiches at once in minutes.

FREE DELIVERY According to a pre-set schedule, Stewart delivers your choice of sandwiches regularly. Sandwiches are made fresh daily in kitchens across the country, each operated to meet federal, local or state sanitary standards.

FREE SELLING AIDS To whet your customers' appetites, Stewart supplies you with a variety of appetite-rousing materials to use right where they'll create the most impulse profits. Banners, signs, menu cards, all are free with the Stewart Hot Sandwich Service. Many of them can be personalized with your name.

Up to 30% Profit on Every Sandwich! It's a risk-free profit, and when you multiply the per-sandwich profit by 36... 72... 144 or more sandwiches per week, you'll be amazed at how these extra-income dollars add up.

And remember, your Stewart representative will analyze your operation and store plan to find the best location for maximum sandwich sales... the right kind of equipment... and he'll install and maintain the equipment free of charge.

More than 100,000 businesses have found that adding Stewart Hot Sandwich Service increases regular business, builds extra traffic, and creates impulse profits. Send for full details in our FREE booklet, today.

**stewart®
hot sandwich
service**

FREE! How to Make Money Without Even Trying! Everything you want to know about a Hot Sandwich Service that's risk-free. 



To: Stewart In-fra-red, Inc., Dept. M
P. O. Box 207
Fontana, Wisconsin 53125

D-4

Name _____
Address _____
Business Name _____
City _____ State _____ Zip _____
Phone _____

For More Details Circle (109) on Reply Card

by Dr. Ralph E. Engel
Research Professor
Turfgrass Management
Rutgers University

Weed Control: An Exact Science

“One aspect of determining when to use a chemical is the relative benefits and risks involved. No herbicides make the grass grow better. If the weed problem is worse than the injury risk, treatment is justifiable.”

Chemical weed control has become a great tool in growing turf. It has brought more improvement in the last 25 years than any other phase of turfgrass management. Yet, careless use of this procedure is dangerous to turf. On occasions, herbicides have done more harm to the grass than we have realized.

There are certain steps that generally apply when we attempt turfgrass weed control if we obtain the best results with the greatest efficiency and safety. The first step is growing good turf. This reduces the necessity for frequent use of herbicides that may injure the grass. Second, choose the correct herbicide. This becomes more difficult as more and more herbicides and variations of their use occurs. If there is no clear answer on which chemical to apply, use the established chemicals that you have known and worked with before. There are times you must try a new chemical for the first time. Check with other turfgrass persons on such occasions. This may be a good procedure even though you know the chemical. Third, know when to use a chemical herbicide. One aspect of determining when to use a chemical is the relative benefits and risks involved. No herbicides make the grass grow better. If the weed problem is worse than the injury risk, treatment is justifiable.

Application at the correct time of the year is an important concern in herbicide use. While dandelions can be treated too early with 2,4-D for good kill, it is just as important to apply this chemical in time to pre-

vent a large crop of seedheads. In the case of preemergence herbicides, most of these are at their best when they are applied two or three weeks in advance or near the time of crabgrass germination. Fourth, applying the correct rate is important. Too little gives poor control and too much can cause serious injury and wastes money. The first step is determining the amount of chemical concentrate required per unit area for use in calibration of the spreader or sprayer. Recheck the calculations to assure no mistake has been made. The second step is to calibrate the spreader or sprayer. This may take considerable time if equipment is unfamiliar or working poorly. At the time of calibration, make sure the equipment has good spreading pattern.

Attaining complete control of turf weeds, that is, to the last weed, is efficient for many sites. This is especially true on small areas and with weeds such as crabgrass, dandelions and goosegrass. Once the number of weeds is reduced to a few, hand removal or spot treatment on a regular basis may be easier and safer than allowing a few weeds to increase into a problem that requires use of severe herbicide treatment at an early date.

Suggestions on several weeds and herbicides. It is standard procedure to use 2,4-D for dandelion, buckhorn and broadleaf plantain. Yet, a special distinction should be made on a golf turf where bentgrass and annual bluegrass are often the major grasses. With these species, use of $\frac{1}{2}$ to $\frac{3}{4}$ pound of 2,4-D per acre will

give quite satisfactory control with less risk to the turf. This contrasts with the one to $1\frac{1}{2}$ pounds per acre rate which is appropriate on Kentucky bluegrass roughs. On occasions, use low volatility 2,4-D for greater safety to nearby plants. When clover, chickweed and/or knotweed are present in bentgrass-annual bluegrass fairways in the spring, use the lower rate of $\frac{1}{2}$ pound 2,4-D per acre with $\frac{1}{8}$ to $\frac{1}{4}$ pound of dicamba per acre. Some may prefer to use some of the commercial mixes for these weeds on the golf course, but these herbicide preparations should be checked for the total of the related compounds of 2,4-D, silvex and mecoprop. When these total one pound per acre or more, the risk to the turf becomes similar to the use of a high rate of 2,4-D alone.

When clover, chickweed and/or knotweed occur, spring treatment, well in advance of hot weather, is recommended. Usually, this can be done as soon as the clover has a good leaf growth. When these weeds occur with no dandelions, dicamba at $\frac{1}{2}$ pound per acre is adequate. Some may wish to use the phenoxy's such as mecoprop and silvex. Again, with bentgrass-annual bluegrass turf, this raises the concern of a large total of phenoxy that is risky. Silvex is always questionable on fine turf and rather than use mecoprop alone, it might be combined with dicamba.

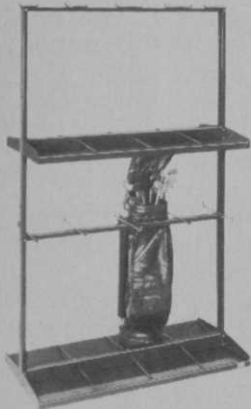
Preemergence for control of crabgrass and goosegrass. Control of crabgrass with the available preemergence herbicides is quite good but they are often less satisfactory on goosegrass. Yet, the superintendent has no choice but to use these chemicals on many occasions. Careful and well-conceived use of these chemicals becomes important.

Control of annual bluegrass. Before superintendents in the cooler latitudes consider all-out attacks on annual bluegrass, they should con-

WEED CONTROL continued

sider their chances of growing this grass successfully. In some of our cooler climates, it should not be looked upon as a weed. Along with this, if annual bluegrass is a weed, we must still rely heavily on management for control because we do not have herbicide panaceas. Of the chemicals available, calcium arsenate has given the best control in spite of the fact it is a risky chemi-

cal. Currently, the unavailability of this chemical does not leave us with any simple methods of eliminating the annual bluegrass problem. A number of our premerge herbicides are quite good at preventing annual bluegrass germination. But the need for their retaining activity from late summer through spring plus their inability to control the vegetative types of this weed do not make them a good prospect for control of this weed.



INCREASE EARNINGS, SERVICE & SPACE Remodel your present storage space, update with NEW *Stafford* VERTICAL BAG RACKS

- Wear and tear of golf bags is completely eliminated
- Damp bags dry faster — no mildew
- Faster, easier storage
- Provides a neat appearance
- Easy to install and add more as needed

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-6" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-6" high. Sturdy steel. Bags set solid on tapered shelves. Send us your floor measurements, we will plan a layout and quote you — no obligation. U.S. and Canadian patents. Send for folder.

The A.G. STAFFORD Co.

2000 Allen Ave., S. E.
Box 8877, Canton, O. 44711
Phone 216/453-8431

For More Details Circle (130) on Reply Card

DISPOSABLE

Chix^{*} Tee Towels

NOW AVAILABLE IN WHITE

NO LOSSES... NO LAUNDRY PROBLEMS

Look for the CROSS HATCH Brand.

For samples and information:

Chicopee Mills, Inc.

P.O. Box 68, Milltown, N.J. 08850
Offices in leading cities

*Trademark © CMI

For More Details Circle (104) on Reply Card

Endothal showed some selectivity on annual bluegrass in bentgrass turf in our tests of some years ago. We never, and do not now, propose that it can be used as an eradicator for annual bluegrass. When used in early spring during cooler weather, before the flush of heavy growth, several endothal treatments will depress the annual bluegrass content of the turf and control clover. This type procedure will help bentgrass remain dominant. The endothal treatment is inexpensive and leaves no residue problem.

When concerned about annual bluegrass, utilize the management tools that minimize this weed. First, avoid loss of turf by: (a) watering to save the bentgrass — not annual bluegrass; (b) disease control; (c) insect control; (d) discreet mowing; and (e) spreading traffic. Second, use the minimum amount of water for bentgrass growth in late summer when annual bluegrass might germinate. Third, use a minimum of nitrogen required for the bentgrass.

"No mistakes" with herbicides. "No mistakes" is a big order, but the disaster of some wrong herbicide applications is about the worst thing that can happen to a turf. An important step in avoiding mistakes is knowing the chemicals. Do not rely on trade names only, learn to associate these with the common chemical name. Maintain information on such things as the safe rates of applications, residue problems, safety concerns for the applicator, the weeds that are controlled effectively, etc. Possibly, such records should be maintained for each chemical and weed on a 5" x 8" card.

Check with others on the use of a herbicide. This is especially true for the newer chemicals. Opinions on such things as choice of chemicals, rates of application, worthwhileness of the treatment, and timeliness of the application commonly need consideration. Do not hesitate to call someone else for a quick opinion. Mistakes in application rate and techniques can be avoided. Allow plenty of time to prepare for a herbicide application. This will permit rechecking the rate. Also, it gives time to check on the delivery rate of the application equipment and the uniformity of distribution. Continually recheck the application rate during use of the chemical. □

\$ 35
for this
tee
console
?



Available with a "donor"!

If this Standard 'tee console' was priced at \$35 instead of \$135, wouldn't you be interested in having one on every tee on your course? This would be \$2,430 worth of equipment at a course cost of \$630 for 18 tees.

All that is needed is one donor per console at \$100 each. The 'donor' name can be permanently attached to the console, as shown above, as a continuous reminder to the golfer. He may be a banker, an insurance agent, an auto dealer, a realtor, etc.

These special donor signs are fastened to the bottom of the Tee-Data sign. They are laminated in plastic with white, routed letters against a black background. Wording is limited to three lines, 22 spaces per line.

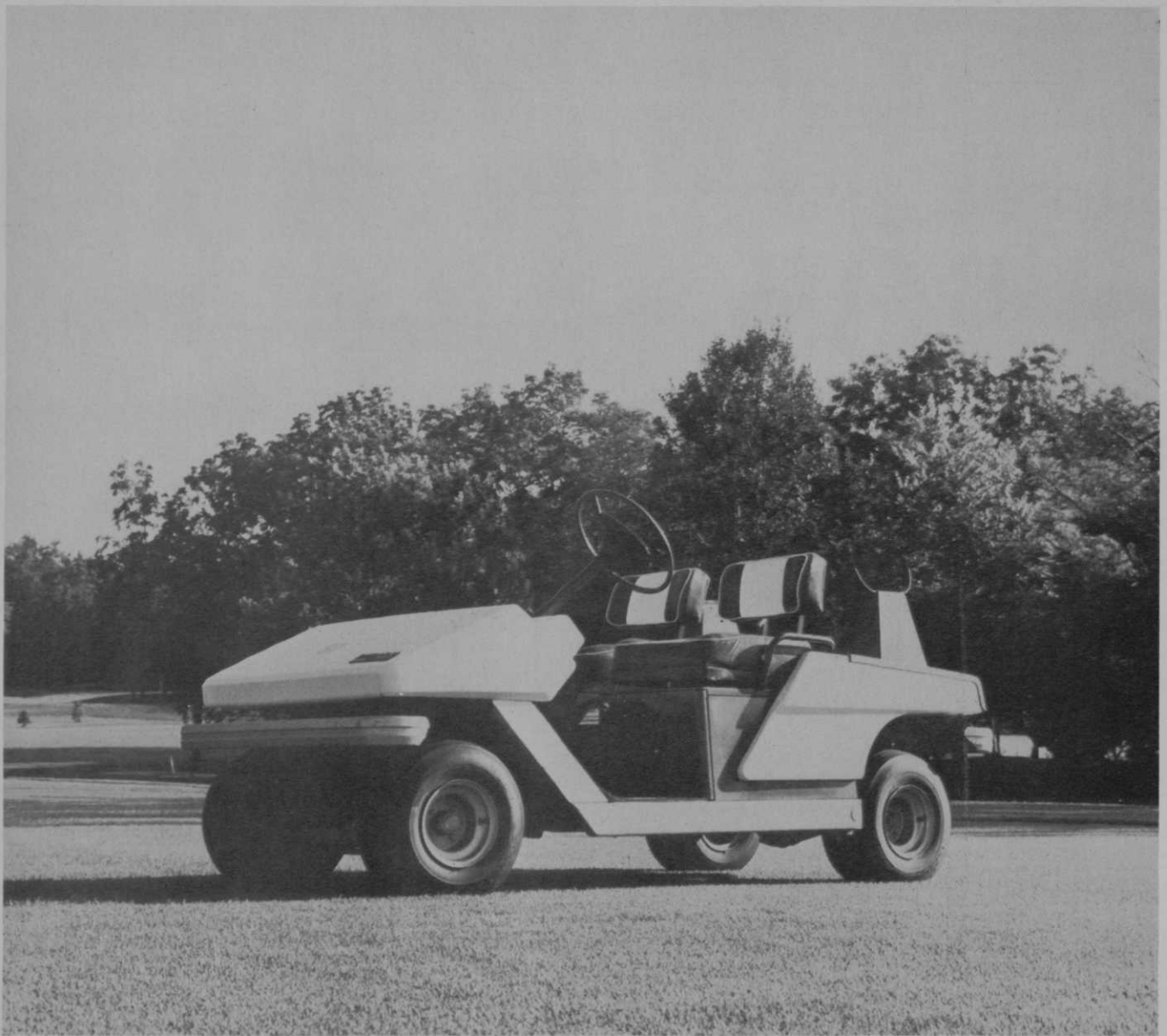
If your club budget is tight, here's one easy way to improve your golf course appearance and playability with very little extra cash out of your budget. If you need tee benches, you can use the same approach. Ask a donor to contribute \$75 for a \$97.25 steel bench. Your course out lay then is only \$22.25 per bench with a 'donor'.

Ask your local Standard distributor for complete details. Or write to Standard and ask for their complete four-color, complete line catalog. It's FREE.



**STANDARD
GOLF COMPANY**

220 East Fourth Street
Cedar Falls, Iowa 50613
Phone 319-266-2638



Cushman makes a good golf car.

A good golf car offers you performance you can count on. Always. Award-winning styling. And comfort that won't wear out.

Plus a whole lot more. Like an automatic seat brake and premium suspension.

Lead coated body panels that resist rust and corrosion. Automotive-type steering. And an electrical system

**Cushman.
Proven
Performance.**

so good, no one has ever duplicated it.

These are pluses you can count on with Cushman. At no extra cost. But there's still another reason for you to buy Cushman...