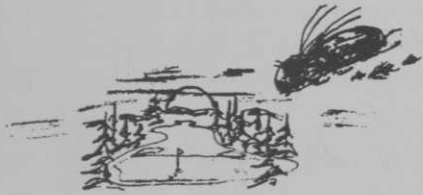


## IT'S WAR



The Ataenius Beetle attacks by night leaving golf courses battle scarred in their wake.

No turf or course is immune to assault and the right chemical to dispose of the Ataenius effectively and legally is still being researched.

The cost to a golf course chosen as an attack site can be phenomenal, the damage devastating. As in any declared war, emergency funds are urgently needed to destroy the threat once and for all.

"The situation is serious," says Dr. Fred V. Grau, president of the Musser Foundation, "and is bound to get worse."

With your help the battle can be won, hopefully before your turf becomes a victim of war.

Contributions to combat the Ataenius could save millions of dollars of unnecessary repair work.

To help in the fight, send your contributions to:

### MUSSER INTERNATIONAL TURFGRASS FOUNDATION:

Ben O. Warren  
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8400 W. 111th Street  
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312-974-3000

## THE MUSSER INTERNATIONAL TURFGRASS FOUNDATION

of the H. B. Musser  
Turfgrass Fellowship, Inc.



# The old pro

## It's time to think about helping Santa Claus

Maybe I wasn't a good businessman — or it could have been I was lazy. Anyway, it took me too long to make money by showing my shop as a gift buying place for Christmas shoppers.

Before I retired I was selling more in December than in any other month of the year, except for three years when I had record April sales. My assistant, now the club's pro, is doing better in Christmas golf gift selling than I did. He and his wife work harder and smarter at making a Santa Claus store of the pro shop. They also have learned that club members and their friends, and even people who live in the neighborhood but don't play golf, are looking for places to spend money around Christmas, and a golf pro shop gift is the happy answer a great many times.

It takes a little work and brains to make Christmas shopping at the pro shop a habit. Honestly, I wasn't too fond of work at the club, what little there was of work after October, so my wife and I usually would go to Florida and live cheap for the winter.

The first Novembers and Decembers we stayed at the club, my wife and I made enough to live very well in Florida until nearly April and come back with enough to discount my bills when I was opening for the year.

That far back GOLFDOM was building Christmas pro shop gift selling with a little book like you get from so many people now. It had my name on the cover. We sent it our members and to others we knew were golfers, and it helped put us in Christmas business. People never seemed to have thought the pro shop had answers for Christmas shopping puzzles.

Wives of members came into the shop and, among other welcome buys, bought shirts and slacks I thought I'd been stuck with the previous fall.

My wife and my assistant and I got to like the Christmas shopping business. We'd never seen the shop so busy with people talking about spending money.

I'll never forget the personalized ball sales I made to a member who'd been giving boxes of cigars to his customers. That one sale was about a third my ordinary year's ball sales.

And the Santa Claus business smarted me up on what a service I'd be doing for members in suggesting gifts for birthdays, Fathers and Mothers Days, little tournaments of business friends members have at the club on the "off days."

After all my years from caddie days on, golf became a new business world to me when the Christmas golf gift idea showed me people were delighted to pay me money for suggesting something a golfer would love to have.

**golfbusiness**  
FORMERLY GOLFDOM

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