ROSEMAN Hollow-Roller Gang MOWER

• Improved Fairways
• Lower Maintenance Cost

IMPROVED FAIRWAYS
Smooth, uniformly cut putting-green surfaces are the result of mowing with roller-type green mowers. This same desirable quality can be had in your fairways by using Roseman Hollow-Roller-Drive Gang Mowers.

LOWER MAINTENANCE COSTS
Roseman Mowers mow faster, more uniformly without kicking up in the rear. Less time required to mow. Roller design permits overhang of traps—slow, costly hand trimming eliminated. No protruding side wheels permits close cutting, eliminates fringe around trees. Narrower overall width permits mowing in tight places.

Make Your Next Gang...ROSEMAN

ROSEMAN MOWER CORP.
Crawford, Central and Ridge Road
EVANSTON, ILLINOIS

Are Your Fairways Smooth, Uniformly Cut?

YOUR MEMBERSHIP DESERVES THE BEST POSSIBLE PLAYING SURFACES.
The knife-like blades of the Spike-Disc cut unnoticeable slots to the root areas allowing moisture to go down where it will do the most good. The Spike-Disc leaves no ugly holes or dirt plugs on the green.


Write for full information to: Dept. G2

JOHN H. GRAHAM & CO., INC., Sales Agent
105 Duane St., New York, N. Y.

One solution to a lack of competent help is more productive use of your present labor supply. Time saved from the slow job of preparing top dressing by manual methods through the use of a Royer Compost Mixer is available for other essential work. And with a Royer you do save time... up to 89% of the manhours formerly needed. Your investment will pay off in short order. Equally important, the quality of your top dressing will be greatly improved. Send for Bulletin 46.
Perfect Putting Surfaces

the VERTI-CUT*

No more grainy greens where the Verti-cut is used. Regular Verti-cutting promotes the tight, upright growth that assures smooth, true putting surfaces.

Weeds are no problem on greens where the Verti-cut is used. Slow, costly hand-weeding is eliminated. The Verti-cut provides safe, mechanical control of weeds.

Thatch build-up is easy to control with the Verti-cut. The Verti-cut snips out the excess surface growth that forms thatch. Where a thatch layer already has accumulated, regular Verti-cutting will overcome it gradually.

Disease problems are minimized with the Verti-cut. A thatch layer is a perfect growth medium for organisms that cause grass disease. Removal of thatch with the Verti-cut reduces disease incidence and allows fungicides to act more effectively.

the AERIFIER*

The Aerifier’s “cultivating action” encourages vigorous root growth. Living roots make greens that will hold the ball, without excessive use of water. “Cultivating action” stirs the soil in the rootbed and rearranges the particles to restore good soil structure. Good soil is the foundation for thick, healthy top growth.

Use the Aerifier-Verti-cut combination for greens of championship quality.

West Point Products Corporation


West Point, Pa.

Sold in U. S. and Canada

Pat. No. 2,580,236

April, 1954
April 20 . . . Golfers over 50 invited.

Ed Newkirk building 9-hole course at China Lake Naval Testing Grounds near Inyokern, Calif. . . . Club managers comparing notes at managers' annual convention found no reason for any improvement in clubhouse labor situation this year . . . Managers reported country and city clubs losing business because of good labor scarcity at clubs . . . Very tough job to try to maintain former top standards of food and service at clubs . . . Bill Norcross, mgr., University Club of Hartford (Conn.) told Connecticut managers consensus at CMAA national convention was 90 per cent of clubs had increased prices in the past two years.

Pro shop contents total loss by fire at Centre Hills CC, State College, Pa. . . . Pro Harold B. Harrison set up temporary pro shop in clubhouse and with merchandise rushed by manufacturers caring for members most of whose equipment was lost by fire . . . USGA sends out bulletin asking all clubs to include in list of club tournaments National Golf Day, Sat., June 5 . . . USGA Green Section turf research which benefits all clubs has had $13,000 from National Golf Day 1952 and 1953 funds.

Ed Brady, supt. of golf at New York City's 10 muny courses has arranged series
of bi-weekly classes over two month period this summer for boys and girls from 12 to 17 ... Pros at the course will teach the kids ... Should be the biggest junior golf educational program ever put on ... Brady says if players wouldn't drag golf carts on greens and aprons, maintenance costs of city's courses would be greatly reduced.

Ed Landeen resigns as pro at Twin City CC, St. Paul, Minn., to become pro-supt., Stevens Point (Wis.) CC ... John Handwerg, who has owned and operated River Vale, Shackamaxon and Greenwood golf clubs in northern N. J. and has sold them all, is building 27-hole Empire State CC, two miles north of Central Valley, N. Y.... Orrin Smith is architect ... Empire State courses and fine clubhouse to be in operation in spring, 1955 ... Sam Dien, New York City sports dealer and golf enthusiast, presents plans in The Sports Merchandiser for 3-hole course (holes 150, 225 and 75 yds.) and 9-hole putting green for boys' and girls' camps ... Dien, whose address is 110 Fulton st., NYC, says he hopes the idea will develop so a non-profit organization, possibly to be called Junior Golfers of America, might be formed ... He is enlisting pro cooperation.

(Continued on page 107)
TRUE TEMPER ROCKET
A NEW DEVELOPMENT IN GOLF SHAFTS

puts More Power
and Better Control
into every shot

CLUB makers all over the world have welcomed this new True Temper golf shaft as a basic improvement...a shaft that promises golfers greater distance and better accuracy.

Try one of your favorite brand clubs equipped with the new True Temper Rocket shaft (you'll find the name "Rocket" on the band). Take a few practice swings and notice the difference in feel...in the extra power at the moment of impact which adds yards of extra distance.

Leading club makers have adopted the Rocket shaft for their top lines of 1954 clubs. Why not get a set of these Rocket shafted clubs and get out on your favorite course and enjoy the best game you've ever had? Your golf pro will gladly help you select the clubs that fit your style of play.

TRUE TEMPER Corporation
Cleveland, Ohio
What Merchandising Means in Pro Business Success

By ED RANKIN
General Mgr., Walter Hagen Division of Wilson Sporting Goods Co.

THERE IS an interesting and healthy competitive situation in country club operation. It is the competitive and cooperative merchandising of the pro, the course superintendent and the house manager. Each of them is merchandising facilities, service and personality and when this merchandising—which is the over-all term for every phase of selling—is of a balanced high standard the club is attractively and efficiently operated.

The course superintendent merchandises golf playing facilities and to a great extent has to manufacture as well as sell his product. No matter how good the design of the course, if it isn't in top condition and pleasingly groomed the superintendent's merchandising falls down. But when the superintendent's merchandising is superior he brings customers into the store—which is the club—and the other departments also benefit.

Members Know Good Merchandising

The club manager's merchandising job also starts with the manufacturing of excellent food and expert service by his staff. He has outside competition from other eating and drinking establishments that is stronger than the outside store competition the pro has. The manager must make his merchandising of a character that is up to the exclusive nature of his club's membership. He has, in the "member and guests only" policy, an equivalent of the "pro only" merchandise that is a strong and distinguishing feature of successful pro shop operation.

What the club operating department heads always have to remember—and the successful ones do—is that they're doing a merchandising business with a class of people who are paying to receive the best in merchandising and who know what the best is because they receive it at places where they spend their money.

This necessity for the best in merchandising applies to the pro shops at the public and semi-public courses as well as at the private clubs. The patrons of the pay-as-you-play courses now are expecting almost private club service and are critical if they don't get it.

The pro has made tremendous advances in business and made great contributions to the growth of golf by acquiring a clear understanding of merchandising and applying that understanding.

Merchandising is everything that has to do with the function of a merchant—find out accurately what the market wants and needs, buying correctly, displaying and otherwise advertising attractively, selling pleasantly and with expert service in meeting the buyer's requirements, keeping stock of correct scope, keeping records that show at any moment just how the business stands financially, and making a profit in cash and customer good will.

Merchandising Rates the Pro

Merchandising sets the rating of every detail of the pro department's operations. If the bags aren't brought out quickly or if the clubs aren't cleaned properly that's a black mark against the merchant's delivery service. If the lesson tee session is conducted as merely another routine as-
FIELD OF FUTURE "TOURNAMENT OF CHAMPIONS"

Tuesday afternoons about 45 girls and 40 boys from Las Vegas (Nev.) High School get free golf instruction at Wilbur Clark’s Desert Inn CC, through an arrangement made between Howard Capps, Desert Inn pro, and Pat Diskin, high school athletic director. The class is in its second semester and some of the kids are getting to be fine golfers. One youngster who’d never had a club in his hand prior to instruction at the Desert Inn course got good enough to qualify for the 1953 Jaycee National Junior championship. The big boys, left to right: Howard Capps, Wilbur Clark, Pat Diskin and George Bruno, of Capps’ pro staff.
traffic coming in muddy-shoed from the outside and handling merchandise. But the crowded hours of a pro's job, the work his assistants have to do (and sometimes the negligence or inadequate training and supervision of assistants) may let the attractive appearance of the shop deteriorate without the pro realizing the slump.

**Sloppiness Creates Gossip**

The members notice that untidiness and they talk about it. The women golfers especially are quick to see the slightest lapse from good housekeeping and good storekeeping in a pro shop; and in the pro, too. The pro who isn't neatly groomed doesn't fit a good job. Careless about haircuts, shaves, manicures, BO, halitosis and attire can stir up more talk among women members than there'd be if the pro set a new course record.

The pro himself is to a great extent the foremost exhibit of good merchandise and good merchandising.

**Selling, which some believe to be about all there is to good merchandising, is the pay-off factor among all the essentials that comprise good merchandising.**

And good selling simply cannot be done unless the seller thoroughly knows the merchandise.

**Know Your Stock**

Learn everything you can about your stock; how and why it's designed and made the way it is. When possible the professional should visit the factories in which his goods are made and learn what accounts for the value of his products. If he can't visit the plants he should write for information that will help qualify himself and his assistants as authorities on the goods they're selling.

Pro quality merchandise definitely is superior but does the pro himself know just why? The potential buyer comes into a pro shop and looks at clubs and can't tell why one club should sell at $8 and another which looks to the shopper about the same as the $8 club sells for $12 or more. The shopper may think that a golf club is merely a head, shaft and grip thrown together. The pro has to know of the many new techniques, machinery and materials used in making the new products of greater value to their buyers.

The pro shop customers don't know, but the pro should, that there are 54 component parts and 82 operations in making a Hagen wood club. This information to the pro who knows the details makes interesting education, effective selling and customer satisfaction and pride when it's passed along by the pro shop salesman who is doing a competent job of merchandising. Good merchandising is a basic responsibility of the pro in getting, holding and profitably handling a good job. The pro can't ease up for a day in his study and application of good merchandising. I can share with the pro this continuous duty of looking for new merchandising ideas and of seeing that what I know about good merchandising is applied, for I have the job of merchandising to the pro.

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**Do You Know the Answer to This Tax Letter?**

GOLFDOM received the following letter from an eastern golf club president:

"Some of our directors have suggested that our club, which now is run as a non-profit corporation, be reorganized as a profit-making corporation. As you know, under the present system of taxation we pay a 20 per cent tax on all dues, initiation fees, etc.

"I am particularly interested in knowing if you can give me the names of any clubs which have made this change so I can contact them for a report of their experience.

"I also would appreciate any other information which you may have that would be helpful on this problem."

If you have any of the answers please write them to Herb Graffis, Editor, GOLFDOM, 407 S. Dearborn st., Chicago 5, Ill., and the answers will be forwarded.

As the reduction or elimination of the 20 per cent tax on club dues and initiation fees was not included in revision of tax legislation, country clubs, already heavily taxed, must explore every possibility for reasonable relief. The National Golf Foundation has been campaigning for excise tax relief for country clubs and the USGA has asked that clubs and golfers write congressmen to ease the tax.

So far there's no score.

In view of the necessity of encouraging building as a measure against business recession, the matter of tax revision to free construction bonds of golf club courses, clubhouses and other construction from the 20 per cent tax seems appropriate but no progress has been made.

The 20 per cent tax is proving to be an especially high hurdle for clubs wanting to take in very desirable young businessmen who were away at war for four or five years and have had to meet heavy expenses of home construction and young families since their return.

April, 1954
You, too, can get hot with the DOT this season...

This is the tee-off ad in a campaign to help you sell more DOTS... Spalding's expanded '54 campaign will reach more than 10,000,000 circulation.

ADVERTISED IN: Saturday Evening Post • Time • Newsweek • Esquire • Holiday
The Golfer • Golf World • Golfing • Golf Digest
Social Spectator • College Newspapers