

out the main selling points. There are few members who won't take the hint.

Display of an interest in the player's game and equipment seldom fails to get business, but there is a happy medium to be exercised. Selling like that done in the average haberdashery would be ruinous to a pro's business. The pro himself knows how he resents being importuned to buy shirts, collars, neckware, socks and heaven knows what all when he comes into a place to buy a collar button. There is the same resentment of high pressure selling in the pro shop although this writer can call to mind not more than two cases where he has seen this in evidence.

### Gift Business Is Good

One place where the majority of pros let some good business slip past them is the gift trade. With a good part of the country playing golf now there is no reason why golf goods shouldn't be sold more by the pro for birthday gifts, holiday gifts, prizes for members, employees' sales contests, prizes for trade tournaments in which members figure as executives, and as prizes at the pro's own club. In the latter case a little session with the chairman of the committee responsible for the purchase of trophies at the pro's club will be productive. These men are sorely tried in making purchases of acceptable prizes; picking cocktail shakers to be won by prohibitionists, cigarette cases for the winners who don't smoke, and cake trays and similar precious knick-kacks for those winners who usually consider them just so much junk, notwithstanding their sentimental value. A big gift shop advertises in national golf papers to help the trophy buyers out of their dilemmas and thus gets much business that should go to the pro who is on the job. Clubs, particularly with their prize significances shown by some inscription on their heads, make the most generally acceptable of all golf prizes. When such prizes can be picked from the pro's stock, they make something well worth winning.

### Shop Most Profitable

The pro who is a student of his business is finding that action in the shop is more profitable than his teaching work, and while not neglecting the instruction, is putting more intelligent effort to selling than ever before.

There's no better way for getting the right start in selling than the inspection of his member's golf bags that

has been suggested. If this is done and the findings employed in a sales campaign the pro will find that he will wind up this season with a record volume of shop business.

In any shop a judicious use of display cards and signs will help a lot in selling. Manufacturers aid the pro by supplying much of this display material despite the fact that vast quantities of it are never used by the pros who need it most. This advertising from the manufacturers and some signs painted by local display card producers to the pros' special orders will keep constantly at work in increasing the shop profits upon which the pro must depend for an income that is worth having.

## New England Bulletin Has Brown Patch Clinic

SOME interesting and helpful opinions on Brown Patch are given in a recent issue of the New England Branch Service Bureau of the U. S. G. A. Green Section.

The thoughts that have been expressed are given in this bulletin as follows:

Brown patch is a fungus growth.

The fungus is in almost every soil.

The fungus grows and spreads with dampness and heat.

So does mildew, a second cousin of Brown patch.

The more tender the grass, the quicker will Brown Patch attack it.

A lawn or putting green seeded in June gets a dose quite easily.

The higher the temperature and the higher the humidity the more damage it does.

Brown patch in New England appears between June 20 and August 20, but its violent season is usually from July 15 to August 15.

Brown patch is of two kinds, "dollar" which is rare in New England and which develops at a temperature above 60 degrees, and humidity of 90 degrees—and "large" which develops at a temperature above 75 degrees and a humidity of 90 degrees.

A fungus growth can be carried to other parts of a green by shoes, by mowers and by one blade of grass touching another.

Brown patch at a temperature of 95 degrees to 100 degrees and a humidity of 95 degrees has been known to spread over a whole green in one night.

Grass is dependent on its roots for existence. The healthier the roots, the less

permanent the damage Brown patch will do.

Washington bent and Metropolitan bent are strains of stolen grown Bent grass that are especially selected for their vigor and ability to resist diseases.

Sheep fescue turf does not have Brown Patch.

Few fairways are victims of Brown Patch.

The newer the grass and the more tender and soft the grass, the easier the fungus grows on it.

Brown Patch comes at night.

Brown Patch does not thrive on dry sunny days, on dry days or on cold days.

Brown Patch develops more slowly in a well aired location.

Brown Patch likes "dead" air, high moisture and high temperature.

Little permanent damage is done to

grass if the roots are not attacked.

The roots are stronger and longer on a sandy friable soil than on a heavy clayey soil.

#### Don'ts—

Don't seed in June.

Don't fertilize in June and July as that starts up new shoots.

Don't water at night during the Brown Patch season.

Don't start up new shoots to feed the Brown Patch fungus.

Don't fail to have good roots and healthy grass.

Don't over water and soften the roots during the Brown Patch season.

#### Do's—

Read the Green Bulletins.

Learn the economical use of Calomel.

Write the Green Section for its collected experience on your problem.

## Pros Who Set the Selling Pace

By HERB GRAFFIS

PROFESSIONAL merchandising has brought to light some good merchants who probably would have been highly prosperous heads of retail shops had not destiny, temperament or surroundings led them into the professional golf fold. The pro as a merchandiser has been the subject of some criticism that has raked his ranks fore and aft, but this criticism has been of a general nature and has withheld a due commendation to some of those who should be mentioned examples for their comrades who are eager to increase sales at their clubs.

One recent afternoon the writer spent "fanning" on pro merchandising with a number of the leading golf goods salesmen and during this session the names of several well known pros came up with some definite selling suggestions.

"These fellows who complain of having clubs with a small playing membership," said one of these salesmen, "have not any alibi for not doing business when you think of the case of Alec Pirie. Alec has the smallest membership in the Chicago district, barely over a hundred, as I remember. Of course his Old Elm membership is the wealthiest in the territory but that means nothing unless the pro is a real merchant for the rich man of middle age or past, often hasn't a feverish in-

clination to play golf at every opportunity. These golfers usually are canny buyers, some of them outright eccentric, playing with clubs that must have been turned out thirty years ago. As a rich man told me one time, one of the greatest pleasures of being rich is that a fellow can afford to wear his old clothes. There is this factor of reluctance to change that is apt to keep down sales unless a man who is right on the job, interested and competent, keeps an eye over his trade and misses no chance to make a deft suggestion of a purchase. When a member buys a package of tees at Alec's shop, you'll never see Alec sitting back if he's there and turning the customer over to an indifferent assistant. The member gets the tees from Alec—the personal service idea that please them all—and if there are some new tees in stock, Alec will show them and tell about the ingenious feature of this latest trick of the tee inventing mania. None of this attitude of "I'm a pro and I'm not going to tell you the inside dope of our trade" at the Old Elm shop, like you see many places. In the face of the fact that Old Elm's membership is small I dare say that almost every golf supply bought by its members is bought at the Old Elm shop, which brings the volume of business up to an enviable figure."