



Pro shop at Meadowbrook occupies central part of this building. Fire equipment and caddie quarters flank the pro shop

this writer visited the shop, business already was brisk. Cooper has a full line of golf accessories and shoes, well displayed in a showcase that runs along one part of the shop, dividing it from the room in which the club racks are located.

Although Cooper's fame has been attained by his performance as a player, don't think for a second that the kid isn't a merchant. He's a good example for a lot of younger pros in his happy combination of playing and merchandising ability. A young fellow in Buffalo who is quite a golfer and a first class merchandising authority gave an insight into the deftness and thoroughness of the clever Cooper boy's methods in telling that when Cooper came onto the job at his new club he hired one of the older caddies at the club to stay with him in the shop and tip him off, on the Q. T., to the identity of the members visiting the shop and something about them. It was a pleasant surprise for a member to come in, and seeing Harry for the first time, be greeted by name and with some informal and personal comment.

Cooper has an able assistant in young Jack Waters who is on the job at the shop all the time. Waters used to caddy for Cooper and when the news of the new job came Jack started on an intensive campaign to make himself a merchant. He knows his stuff, both from the standpoint of merchandise and the proper approach and handling of prospective customers. What is highly valuable in addition to these qualifications is his pleasant patience. To one of the members, the night prior to the visit resulting in these comments, he had spent two hours with one member, picking out a set. That time would drive a lot of pros nutty, but the Waters youngster knows the importance of getting started on the job right, so

the Cooper shop, right from the beginning is identified as a great place for service and merchandise.

## Fairway Turf Nursery Important Item

By John MacGregor

Greenkeeper, Chicago Golf Club

A LOT of greenkeepers have the idea that a turf nursery adequate for the requirements of greens is sufficient for a golf course. A spring like this has been may remind them that considerable attention should be paid to a nursery for fairway turf, for it frequently is the case that early tournament schedules or other important factors demand that fairways be in perfect condition quicker than is permitted by growth from spring seeding.

It is a subject that requires foresight for it, as many other operations in greenkeeping, calls for the greenkeeper looking into the future several years.

At Chicago Golf we have an area of about three acres that has been employed as a fairway turf nursery for three years. It is planted to chewings fescue and creeping bent. In eliminating clover on our fairways we had planned for heavy use of this fairway nursery turf, and this winter, which was especially hard on clover in the Chicago district, made this fairway patching an urgently important job.

In June I will plow up the parts of the nursery from which I have taken sod and plant soy beans. When they get about two feet high I will plow them under. About the latter part of August I will seed this section of the nursery after I have disced and otherwise cultivated the soil for clean growth of new grass.