

New England PGA Holds Eighth Annual Exhibit

By Arthur Wedgeworth

FOR seven years the New England Section PGA has been giving increasingly successful annual demonstrations of pro advance in business organization. This year again, the New England pros launched their season with an exhibition of pro-shop merchandise representing 25 different manufacturers, in a hall at Hotel Statler, Boston. Judging from a rather careful survey of the exhibitors, there was approximately \$20,000 of pro-shop merchandise and supplies sold during the one day of the New England display.

The display hall itself was one of the educational factors. Pros repeatedly commented on attractive displays made by manufacturers, and picked up numerous ideas for pro-shop use in giving the shop stock a sales pull. Display spaces at the New England affair are of uniform size (10 ft. x 5 ft.) but of such variety of display treatment that they inspire the pro who thinks that it is hopeless to try to make his shop distinctive.

Most of the displays are set Sunday

night before the exhibit opens for its Monday run.

More than 150 professionals attended this year's exhibit and dinner. The exhibit opens about 9:30 A.M. and continues in operation until 7 P.M. when the New England PGA annual dinner is held.

Exhibits Promote Intelligent Buying

It is the general conviction that the New England exhibits have done much to educate this section's professionals in buying. They have not reduced their fall ordering, so this spring buying arrangement does not curtail the advance orders that manufacturers count on to give them a winter manufacturing schedule and to allow them to spread their production program instead of taking a chance with an unduly large volume of spring orders for immediate delivery. However, the extensive variety of merchandise on display at the spring exhibit permits comparative shopping on a strictly business basis.

In this way three purposes are served:

(1) Selling costs are reduced for the manufacturers. The pros realize that the number of calls a manufacturer's salesman can make on pros in a day is limited because the pro often is on the lesson tee,

KADDIE KART

CARRIES THE GOLF CLUBS

Kaddie Kart balances clubs perfectly. No weight. Goes anywhere. No damage to greens or fairways. Increases playing. Keeps bags, clubs and clothes clean. Takes place of absent caddies. A national sensation. Send for full information.

AN INCOME PRODUCER

Kaddie Kart rents to your players for 25 cents for 18 holes. In this way it is a money maker. It pays for itself. It is instantly accepted as a great boon to golf. Start with one, two, three or four. Let Kaddie Kart pay for itself.

SALESMEN WANTED

We want financially responsible salesmen calling on golf clubs to introduce Kaddie Kart. Fine territories open.



PATENT PENDING

KADDIE KART MFG. CO.

105 N. CLARK ST.

CHICAGO, ILL.

U. S. A.

TELEPHONE FRANKLIN 3927



SUPER MINERALITE

invites you to consider the findings of one of America's leading turf figures, after 8 months of intensive experimentation on putting greens under actual play.

San Gabriel Country Club,
San Gabriel, California.
November 25, 1939.

... Super Mineralite was tested under our most adverse weather conditions . . . in competition with other well-known Brown Patch products. . . Super Mineralite lessened the frequency of disease more than the use of other materials, kept color of the grass, did not injure the tilth of the soil. . . Super Mineralite seems to have no burning or corrosive propensities. . . I am not in the habit of giving commercial testimonials, but after eight months of intensive experimental work with Super Mineralite I do not hesitate to recommend its use to anyone.

(Signed) W. E. Langton, Supt.

We have more letters in our files from Nationally-known greens superintendents attesting to the marvelous effectiveness of Super Mineralite. And the only sensible answer to your nutritional disease and brown patch problems at the following prices:

100 pound containers.....	\$110.00
50 " "	60.00
25 " "	32.50
5 " "	6.50

½ pound gives FULL-STRENGTH protection and results on 6,000 square feet of putting turf—JUST A TRIFLE OVER 9¢ PER 1,000 SQUARE FEET.

If your dealer doesn't have it he's missing something—and so are you if you aren't using it.

Write, wire or phone us.

AGRICULTURAL INSECTICIDE CO., Inc.
BELLE GLADE, FLORIDA

INSTANT PEP FOR PUTTING GREENS

McCLAIN • SPIKER AND PERFORATOR

Don't let your Greens get "hardening of the arteries". Keep them bristling with life by regularly perforating the surface with millions of small holes made by smooth round spikes.

Let air, sun and water down into the roots of the grass for producing real playing Greens.

Revive hard packed turf for quick action of chemicals and fertilizer.

Save on fungicides and prevent Brown Patch by using this inexpensive machine. Hand or power operated.

Write for literature today.

McCLAIN BROS. CO., CANTON, OHIO



● BENT GRASS ●

BOTH SOD AND STOLONS

Vigorous, healthy stock that develops fine, true putting surfaces. Write for full information.

HIRAM F. GODWIN

Box 122, Redford Sta., Detroit, Mich.

or elsewhere on the course, and the salesman must wait around until the pro returns to the shop.

(2) Too much "friendship" buying is done by pros. This does the pro or the salesman who gets the "friendship" order for a small amount, no lasting good. The pros, like the stores, are finding it wise to limit the number of lines stocked in the shop, but to have a fuller range of the few featured lines.

Many a professional has learned that a good part of his season's expected profit is tied up in slow moving merchandise that he has ordered because he felt kindly toward the salesman, rather than because he was enthusiastic about pushing the goods for service value to the pro's shop customers. Having a quite full representation of manufacturers in attendance at the spring exhibition reminds the pro that if he tried to do business with every salesman who's a good fellow his shop stock probably would be spread too thin for utmost selling force.

(3) The pro gets into the atmosphere of merchandising and goes back to the club realizing that supplying the member with the playing equipment required is a highly important part of club service, as well as an essential phase of the pro's money-making operations.

There is a predominantly business keynote to the annual dinner which brings the spring exhibit day to a close. Invariably one of the prominent speakers at the dinner makes remarks that receive national publicity. National and regional amateur association and PGA officials, prominent players, and newspapermen speak.

This year there was an exceedingly interesting demonstration of golf swing analysis made with a device developed by Robert Adams. New England pros believe the device has great possibilities in instruction.

GOLF FLAGS CLUB FLAGS AMERICAN FLAGS

CHAMBERLAIN FLAG CO.

8628 ELMIRA AVE. DETROIT, MICH.

CADDIE BADGES—We have a number of designs in metal. Circular on request. The C. H. Hanson Company, 303 W. Erie St., Chicago, Ill.