

Faces Help Hawkins Sell

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other courses in that section of Florida combined. Beyond any doubt his pro shop is a reason why the play at the Pasadena course is heavy. It may surprise a lot of pros to hear that a pro shop is an attraction for play at a course, but you talk to a bunch of pros who know what the score is in Florida Golf, and they'll tell you that the Hawkins shop is a business-getter for the course.

Shops Draw Business

This instance is not the first one of Hawkins demonstrating that a pro shop can—and should be—a powerful factor in drawing players to a course. Ulmer did the same thing in jobs preceding his Pasadena location. When he was at Bower Park, Dubsred, the Hutcheson club at Lakeland and at Lakewood in St. Petersburg, he pepped up pro shops.

Ulmer has made the most of his years looking around with studious eyes at pro shops. He is no kid, this Hawkins, although he is one of the liveliest, most progressive fellows in pro merchandising. He was in the Marines during World War I and was a casualty in that conflict. He was one of the oldest infantrymen to be hauled into World War 2.

After his infantry training he was transferred to AATAC at Orlando as golf pro. When he got out of the army he worked at Miami Springs, West Flagler and Indian Creek at assistant job, getting back into stride.

Hawkins naturally takes a lot of pride in his shop at Pasadena but the pay-off is not in pride, but in volume of business and profits. Many pros from the north are astonished at seeing what business has been produced by this notable shop and say that it's going to be an influence in brightening up and drastically modernizing shops of every thoughtful and vigorous pro businessman who sees it.

New Fields for Pros

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much of golf's attention to the big people that there could be developing a danger of forgetting that golf is the most popular participating sport and participation means that the little man's needs must be considered primarily.

Both in the United States and Britain the little golfer is receptive to guidance by the big names in golf and while this attitude prevails the golfing stars could capitalize on it for their own good and the good of the game. The instruction films

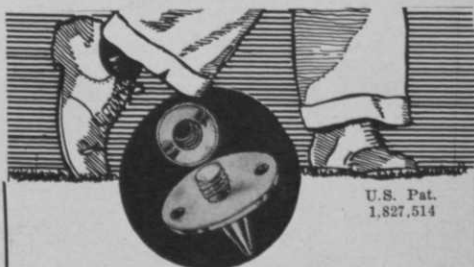
and books are easy ways for the stars to get to the public, but the approach must be more intimate.

The lecture and demonstration tours are going to come. The radio and phonograph records are going to be planned to make more effective use of the ear as a medium of golf instruction, with an opportunity of practicing while listening.

The pro who now may think his high standing as a public character depends solely on his tournament performances, is going to have a future in which his public contacts and earning possibilities are greatly increased, both in this country and here and abroad.

DDT Ends Player Bother by Black Flies

"In the Upper Peninsula of Michigan, Ray Hutson reports that golf players were protected from the black fly *Simulium Vennustum* through the application of dusts containing 1 per cent of DDT. The material was applied with a hand dust gun to greens and tees at the rate of about 15 pounds per acre. Bushes and shrubs were also dusted liberally. The premises were kept practically free from flies for approximately a week."—USDA



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