

longs to them and if it's a good one it makes their membership that much more valuable. Very few members take guests into the clubhouse before they bring them to the shop. This results in a lot of sales to people not members of N.C.C. and every dollar I make on these sales is just like finding it.

In my travels I like to look over the golf shops and it's a great way to pick up ideas. I think that all pros will agree that some of the pro shops are a disgrace to the profession and as a rule the poorer the shop the more you will hear the pro complain about the poor support he gets from his members.

No matter how small your shop is you can always make it bright and neat with a little paint and work. The shop location is very important but if you make it attractive enough the members will be glad to stop in regardless of its location. In other words if the show is good enough people will come to see it.

I have pretty good evidence that the show in my shop is attractive enough to have justified the effort in staging the production. Northland members seem to have liked my shop so well that they started off my year in April with more than three times the volume of April last year which was the best starting month I'd ever had before. And business is continuing good because the shop stacks up well alongside any other retailing establishment in which first class people buy.

Chlordane Successful in Control of Mole Crickets

Dr. E. G. Kelsheimer, Entomologist, Vegetable Crops Laboratory, Florida Agricultural Experiment Station, Bradenton, Fla., reports that Chlordane has been used successfully to control mole crickets in turf. DDT and benzene hexachloride were not satisfactory for this purpose because DDT is slow in its action and because the odor of benzene hexachloride makes it objectionable in residential areas.

Chlordane controls ants, chinch bugs, fall armyworms, and webworms. As a spray, as a dust, or mixed with fertilizer, Chlordane gives excellent control at rates as low as one pound to the acre. It may also be used as a bait.

On plots replicated five times, Chlordane was applied as a five percent dust at the rate of one pound of actual Chlordane to the acre and watered in. There was an average of nine dead mole crickets on each plot of 100 square feet.

Chlordane may be purchased as a 48 or 50 percent emulsion and as a 50 percent wettable powder. To be most effective, it should be applied before a rain or on areas where watering is practicable. It will kill crickets for as long as six weeks to two months after application.

Death results from ingestion, contact, and fumigation. Upon contact with Chlordane, crickets emerge from their tunnels, turn over on their backs, and have nervous quivers until death.

—*Timely Turf Topics*.

LITTLE DISPLAY SPACE — BIG DISPLAY JOB



Ed Dudley's shop at Augusta (Ga.) National GC shows unusual shelf display that makes the most of space in a small shop by having merchandise displayed on an angle.