

a competitive situation that was hard on pros.

When there is a problem of ordering or credit the pro ought to go into the situation frankly and promptly with the salesman involved, or with the nearest branch office of the manufacturer concerned, before it becomes too late to get the correct and painless answer.

I want to say that the pros who went away to war service have turned in a highly commendable performance on credit rating. They were owing a large amount when they went into uniform — many of them on sudden notice — but since they've got back they've all got it cut down until the total is under \$3000.

About 64 per cent of the pros now discount their bills. The entire annual amount pros earn by taking advantage of the discount is very substantial and in individual instances it's equal to the profits on the sale of considerable shop stock. Some first class credit pros prefer to be shipped COD for reasons best known to themselves and others are shipped COD because credit rating hasn't been established, or sometimes to protect pros from getting in over their heads.

Practically all men legitimately entitled to pro buying terms, and other sports goods retailers are listed on the records of the Sporting Goods Industries Clearing House, 5 S. Wabash, Chicago. These records are held strictly confidential and supply credit ratings on the order of those Dun and Bradstreet provide in other business.

No manufacturer gets individual detailed information on the pro whose credit data is on file at the Sporting Goods Industries Clearing House. The inquiring manufacturer who buys the service gets a general but quite accurate rating on the pro. This service eliminated rotating credit which allowed pros and dealers to play one manufacturer's credit grant against that of another. That was a deluding procedure which eventually exhausted all credit and permitted pros and dealers to get so far into financial trouble there was no practical way of getting them out.

The pro can't kid himself about money involved in his business. It is decidedly to his advantage to have his accurate credit rating on record. If it isn't what it should be the pro probably can improve it with the willing help of the manufacturing suppliers and with his own brains and industry. If he can't get his credit reflecting a profitable operation in the pro business, probably the business isn't the right one for him and he would be fortunate to learn that and switch to some other business to which his ability and temperament are better suited for making a living.

More and more credit rating is becoming one of the most carefully considered factors when a club engages a professional. The businessmen who are club officials know from their own observation and experience that credit rating reflects merit or deficiency in almost every other qualification a pro must have to handle a job satisfactorily.

Much of the growth of pros in business standing has been due to the sage counsel and help successful older professionals have given to younger men who don't clearly realize they have to use money and credit in scoring profits and getting ahead. There are too many good credit pros looking to improve their job situations and markets to allow any other pro to take the attitude that credit is just another "one of those things" in the golf business.

DDT Ends Mosquito Curse On Golf Courses

DDT is living up to its promise in permitting comfortable play and revenue on courses where mosquitoes and other flying plagues formerly kept play at a minimum.

Typical testimony on DDT performance comes from Iowa Greenkeepers' Newsletter referring to an address at the Iowa short course. The Newsletter's digest:

Mosquitoes and flies are in for a rough time from now on if golf courses, parks, etc. are treated with DDT. Dr. H. H. Knight gave a most interesting account of how the city of Ames got rid of these pests in its park and in the city. The mosquito population was measured by the use of human targets. When around 200 mosquitoes visited the victim in a 15 minute period, it was taken that a peak population had been reached. Airplane application, using a 5% DDT dust, at a rate of .2 pounds actual DDT per acre cleaned up the mosquitoes in the city park. The fly control program — 2 years of it — has been unusually successful. Garbage pails were sprayed, dumps were sprayed, and screen doors were painted with 5% oil solutions. Dr. Knight's suggestion was that a small crank driven duster could be used to good advantage on many of the smaller golf courses. The dust application should be made in early morning or late in the day to avoid breezy periods. If a power sprayer is available, it is a simple matter to spray the mosquito infested areas of the golf course. At the club house, all that is necessary to control flies is to coat the screens with a 5% oil solution of DDT. Garbage pails and dumps should also be sprayed.