

Front Cover: Gallery watches Byron Nelson sink putt on first hole of Pebble Beach Course during the Bing Crosby Pro-Amateur. Nelson won the event with a three-round total of 209.

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Univ. of Mass. Puts Turf Meet on Big Business Basis

The Fine Turf Conference at the Univ. of Mass., March 8, 9 pioneered by Prof. Lawrence S. Dickinson sets a pattern for some welcome changes in conference programming. Recognizing turf production as big business, Prof. Dickinson set up the 1951 conference on the basis of a big business operation. Invitations sent out were addressed, "Dear Production Executives" and the conference was announced as a "meeting of the factory officers, superintendents in charge of production, and all others interested in fine turf production."

In the words of Dickinson:

"The growing of fine turf areas is our business—one of the largest in the free world. There are more factories (Golf Clubs, Parks, Sports Areas, Airfields, Cemeteries, etc.) than in any other business except perhaps farming. 'Big Business' on a farm has to produce products profitably to exist. So must fine turf 'factories.'

"Big business, even little business, has its officers and superintendents in charge of production. They produce along sound business principles. Fine turf 'factories' too often forget the business principles. They use expediency, temporary structures, panaceas, and scientific data with too little regard for the business principles."

With the announced intention of omitting trite subjects and speeches and adhering to a strict time schedule unless voted down by delegates the following program was outlined for the two-day session:

Thursday: Opening of conference and explanation of procedure, The Buyer's Expectations and Practical Production, Labor Prospects, Fertilizer Economies, Production Assets and Fixed Charges, Annual Banquet.

Friday: Production Equipment, Production Costs—Budget for 1951, Possible Alterations in Production Mechanics, Getting Buyers to Realize the Manufacturing Situation.

Golf Ball Sales Up 35% in 1950

The Golf Ball Manufacturers Association on the basis of figures submitted by all members reports a total of 2,886,796 dozen golf balls were sold during the calendar year of 1950. This is an increase in sales of 35% over the year 1949.

L. E. Coleman of A. G. Spalding & Bros., Inc., Pres., Golf Ball Manufacturers Association says, "from all indications the member companies of this association will be in a position to take care of the normal requirements of their customers during 1951."