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PROS

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ALL WEATHER GRIP Co. 801 Milford St. Glendale 3, Calif.

"MANUFACTURED BY LAMB RUBBER CORP."

My experiments lead me to believe that early spring and early fall treatments are best and that your capillary water is perhaps your principal controlling factor.

At this time I do not know what the residuum reaction of chlordane will be on the soil. One of my chief objections to lead arsenate, nicotine sulfate and mowrah meal was the residuary elements they left in the soil that had to be dealt with. Experience has taught me that lead arsenate, heretofore my chief worm killer, had to be applied to our bermuda grass during its growing season as the 8 lbs. per 1000 sq. ft. dosage we use would kill or maim our winter rye grass. However, I have noticed no discoloration or kill at the above specified rates with chlordane applied with fungicide treatments directly on rye grass after germination.

Get More Traffic Into The Shop; Pro Problem

Pro businessmen are giving more attention to the relationship between number of rounds played and shop sales, lesson and bag cart rental income. That study has meant closer work between pros and committees in preparing club events pro-

grams that will attract more play.

A number of suggestions for events are in the booklet "Golf Events," which may be secured free by pros and club committee chairmen, upon request to National Golf Foundation, 407 S. Dearborn, Chicago 6, Ill. Requests for the book have been more frequent from club officials than from pros, which may be a tip-off that pros are overlooking a profitable opportunity.

Another angle of the direct connection between amount of traffic and retailer's profit was set forth by Lionel Moses of Parade Magazine advertising dept. in a talk to wholesale food distributors at Madison, Wis.

Moses said:

"The passerby who DOESN'T pass by, but turns and walks in, becomes store traffic, the most valuable thing the retailer buys. He pays for it with his rent, his pay-roll, his own advertising, with every cut-price special he features in order to bring people into his store."

From the Parade advertising salesman's talk it was obvious that retailers other than pros can use a lot more planning and effort to bring passing traffic into stores where the merchandise is for sale.

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