

turf research, and more money required for this research, than ever before. The Green Section, the state experimental stations and colleges and regional turf foundations have been doing dollars' worth of work with fractions of pennies and the demand for their services is constantly increasing.

In the case of the Merion-Meyer zoysia mixture it'll be years before enough is available to meet the demands of courses where the grass is an excellent answer. But, due to the "miracle" grass story getting out of hand golfers are wondering why the Merion-Meyer zoysia wasn't put in all over the courses by superintendents. Even if the material were available in carloads it still would cost money to change over where it could be used and the budgets are rather tight these days.

But it's all been an instructive experience in publicity for the superintendents even with the backfires that called for considerable explanation. It revealed that the public generally now rates golf course superintendents as the most conveniently available practical authorities on turf.

#### KELLER'S PROMOTION SCORES



Walter Keller (R) of Sunset Fields Fairways, Los Angeles, receives golf range "promotion of the year" award from Fred Eaton, pres., Southern California Driving Range Assn. The top promote was the clinic at Keller's range when the public hit shots and top Southern California pros wrote their comments and helpful advice on the players' swings in notebooks kept by the customers.

The pro who can get a record of members' birthdays from club files has a valuable sales promotion list for his use.

A letter to the member's wife before his birthday suggesting a golf gift usually is a most welcome tip for the wife or others of the member's family.

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