

and eager to serve, I'll get them. I come back to the good companies in turn, headlining the merchandise of each and carrying enough stock of all leading brands so I won't be missing any bets. I figure if I keep trying to do the right thing eventually all my possible customers will buy from me.

But I can't get it all at one time, all the time, and I'm not going to tie up my money and display space in something that isn't in enough demand by my members to move fast. So I'm pretty much reconciled to having to work steadily and have some disappointments and suffer some losses of time and money I've devoted to selling. If any good golf salesman can tell me how I can escape these troubles I'd sure like to listen to him.

What has improved pros' credit rating with manufacturers is that the pros have been attending more to being good businessmen than to being good fellows, and that's something no salesman's company is going to complain about.

### **Course Shortage Cramping Golf Around Salt Lake**

**By ALMA R. EMERY**

Supt., Forest Dale GC, Salt Lake City, Utah

Here in the Salt Lake district there is a definite need for more public golf courses. In this area many have given up the game and gone elsewhere for recreation because of over-crowded conditions. It is true the reservation system is used but many refuse to fight the lineup, even for golf.

In Salt Lake there are three, 9-hole, city-owned courses for public use. These courses range in age from 20 to 40 years; same greens, same tees, etc.

Changes of Administration bring new faces, new supervisors, making it impossible to bring about necessary long-time planning to revise, reconstruct, and remodel our golf layouts. Salaries paid are not attractive enough to obtain and hold the type of men required for such important work.

The development of new equipment has played a great part in saving many old golf courses from complete loss. Chemicals developed for use in preventing loss of greens and fairways by grub worms, brown patch, and snow mold, etc., have been one of our greatest benefits.

Our county has recently built an 18-hole course now being used, which has helped, but little, to alleviate heavy traffic. Blueprints have been made, and plans were well along to build an 18-hole

public course in this area to be called "Falcon Golf and Country Club." The public wishes the builders a most speedy success. It will be open to the public, but privately owned. I have been asked to help with its construction and maintenance

The Magna course, owned by Kennecott Copper Co., is operating 12 miles from Salt Lake. This course will be one of the west's finest layouts in a matter of two or three years. They are rebuilding greens, tees, and fairways. They purchased the latest modern equipment and grass, such as B-27, C-1-Arlington, etc.

### **Golf Market Could Be 20 Times Larger**

**By JOHNNY COCHRAN**

Professional, Greenwood (Miss.) CC

Now an important part of a pro's job is creating more desire to play golf and promoting construction of additional courses to care for present and potential players. If this work isn't done young men with excellent education now coming into pro golf as tournament players and the present professionals will find there are a lot more pros than there are pro jobs available.

Population and income statistics indicate that the possible market for golf is 20 times larger than the present number of players. The game is losing some players because of lack of courses and is missing chances to recruit many new ones because these possible golfers haven't been made aware of how much pleasure golf will give them, and how to get playing the game. The pro is the man to do this essential educational job.

### **WHAT GOLFER MUST LEARN —**

When the golfer becomes aware of what he can and should do in considering the condition of the course on which he plays many of his complaints about condition of the course and many of the superintendent's expensive troubles will end.

If the golfer would repair divots, get out of traps on the low side instead of on the high side, stop practicing on the tees, tee up on the tees, lift his feet so his spikes don't harrow the greens, put his debris in the waste baskets and remember that he owns and is paying for the course, course condition would be better and the costs and troubles would be less.

**—JOHN PRICE**

Supt., Southern Hills CC, Tulsa, Okla.