



### WALKER CUPPERS MUST PLAY IT "FAR AND SURE"

This is the 12th hole at Kittansett Club, Marion, Mass., one of many narrow fairways on the 6,518 yd., par 70 course that will make it tough on Walker Cup Match players, Sept. 4 and 5, who fail to put them "down the middle."

the big grocery chains' books and set up a real self-service business for every piece of golf equipment and apparel in my shop.

I have long since abandoned this idea of keeping golf balls in the so-called "protective custody" of the dust-gathering showcase.

#### Merchandise in the Open

Sure, I used to have showcases . . . not any more though. Now, I place golf balls, apparel and equipment right out in the open where every prospective customer can pick up the item, look it over, try it on for size and take it in the lounge and show it to the wife (this one backfires sometimes!)

All this means that whatever I'm selling is easier to buy. My sales have proven conclusively that the self-service golf shop pays off. Therefore I preach the gospel of attractive and neat displays and always OPEN displays. Even though I am not over-endowed with space. My shop is 22 ft. by 25 ft. I try at all times to spread my merchandise out in such a manner as gives the customer an easy opportunity to see the entire stock and variety at a glance.

If I have some line that is lagging, I place samples at strategic points calculated to catch the eye as you enter or leave the shop.

To sum up, I am of the opinion that you have to merchandise to sell and the best way I've found is the self-service and attractive display method.

### Southern Cal. Turf Meet at Riviera, Oct. 12, 13

RECENT encounters with new turf problems will be a major topic of discussion at the 1953 Southern California Conference on Turf Culture to be held at the Riviera CC, Los Angeles, on October 12 and 13.

The meeting is sponsored by the College of Agriculture at UCLA and University Extension, in cooperation with the USGA Green Section.

The first day's program will include as speakers C. C. Simpson, Sr., chairman of the research advisory committee for the Experimental Program in Turf Culture; Vernon T. Stoutemyer, professor of floriculture and ornamental horticulture, College of Agriculture, UCLA; James R. Watson, Jr., chief agronomist, Toro Mfg. Co., Minneapolis; O. J. Noer, agronomist, Milwaukee Sewerage Commission; and Charles G. Wilson, regional director of the USGA Green Section—West Coast. Among topics scheduled are "Unconventional Ideas in Turf Culture," "Soil Compaction and Its Relation to Turf," "Thatch and Mat Control for Better Golfing Turf," and "Results of Turf Survey in Los Angeles County."

Printed programs are available on request to the department of conferences, University of California Extension, Los Angeles 24. Fee for the event is \$1.50.