



An Invitation

TO VISIT OUR SHOWROOM
SEE
COMPLETE 1957 NEW LINES

NEW PGA EXECUTIVE OFFICES
"Just Around the Corner"

SCOGGINS Golf Supply Co.

Dunedin, Florida
HOME OF PGA NATIONAL GOLF CLUB

Insurance, as you may have found out, is a pretty complex subject. Setting up a sound insurance program is not a do-it-yourself job. By all means find a competent, independent local agent or broker and give him the responsibility of protecting your property properly. We repeat this because it's very important. Don't make the mistake of parceling out policies to a number of different agents if you can help it. This can lead to dangerous gaps in coverage for which no one agent is responsible.

Be sure, too, that the agent or broker you select represents quality insurance companies. If he says you should patronize him because his companies write at less than standard rates, you'd better look around a bit more. Insurance rates are based on actual statistics. When a company or an agent offers you a "wholesale" price, look out! A company selling insurance for less than the established rate usually can't get its business any other way.

Weed Control Features So. California Meeting

Weed control was the most widely discussed topic at the So. Calif. Turfgrass Conference and Field Day held in the Burbank area in October. Several hundred weed specimens, gathered by the LA City Park Dept., County Dept. of Parks and Recreation, LA State and County Arboretum and many individuals, were on display. William Johnson, LA Parks golf course mgr., headed the committee which made arrangements for the conference.

Tell Them You Saw It
Advertised in GOLFDOM!

PGA's Annual Meeting to Start Dec. 2 at Clearwater

Annual meeting of the PGA will begin Sunday, Dec. 2 at Ft. Harrison hotel, Clearwater, Fla., and run through Dec. 7.

The first day will have a few committee preliminaries. The Educational committee's program will be presented Dec. 3 and 4. Details of the program are to be announced later. It is certain that the increase in number of golfers has stirred up a lot more retailing competition for professionals and rising costs of club operation in all departments of club operation have brought problems that call for studious attention and action by capable pros.

Speakers Lined Up

Emil Beck, chmn., Dunedin Educational committee, which is planning a short course for assistants to be presented at the PGA National course Jan. 7-11, advises that among subjects and instructors at the school will be Joe Devaney speaking on qualifications and conduct that make an assistant highly desirable to a pro and the club; George Aulbach on pro shop merchandising; Arthur B. St. Pierre on pro department public relations; and Bill Hardy on club fitting and repairing.

Almost 100 applications from assistants already have been received.

Refresher Course

A number of experienced and highly successful Class A professionals have expressed desire to take the course as a refresher and to get some useful new ideas. Beck says beginning Dec. 15 applications will be accepted from master pros. Total enrollment is limited to 300.