

tournaments in which you know members are interested.

5. Make use of the bulletin board to tell people about any special item you are featuring in the pro shop; new items that have just arrived, sales, etc. There are many ways in which you can effectively promote sales through smart use of the bulletin board.

6. Post news of any special feat performed by a club member . . . a hole-in-one . . . an especially low score . . . an eagle . . . a long drive . . . an amusing quip, etc

7. Post amusing cartoons, pictures and short "tall stories" about golf. Such items have a magnetic effect!

Superintendents Should Play More Golf, Says Mendenhall

Speaking at the GCSA convention in Louisville in February, Marion Mendenhall, supt. at Kenwood CC in Cincinnati, said that as far as he can determine, men in his profession aren't playing enough golf.

"It's a rather sad commentary on our profession that we aren't," said Mendenhall, "because if we don't get out and play a round every once in a while, how are we going to continue to be fully acquainted with the course and the condition of the turf?"

Mendenhall opined that the longer a man is in the greenkeeping business, the less golf he seems to play. This is undoubtedly because he feels that during the regular season he has to devote so much time to his job that he can't sandwich in an occasional round. "Maybe we are so awed by the seeming drain on our time," the Kenwood supt. declared, "that we keep telling ourselves we can't spare three or four hours once a week to get in a game. If we've reached that point, maybe we are working too hard and need the lift golf gives."

One way of renewing faded interest in golf, Mendenhall suggested, is for the supt. to carry a putter and a half dozen balls with him when he makes inspection tours. By doing this he can get a firsthand check on putting quality of the various greens and also test cup placements. Two or three tours of this kind, Mendenhall added, is practically a sure cure for flagging interest in playing golf.

"Besides playing," the Cincinnati supt. continued, "there isn't any good reason

why the supt. shouldn't take a real interest in all local tournaments, attending as many as he can. By putting in an appearance at these events and shaking a few hands here and there, he can improve his public relations. At the same time, the supt. should check with officials, the host pro and possibly the press to see if there is any way in which he can help them conduct the tournament."

Everybody Expected to Win Prizes at 10th API Tourney

By ART GATTS

The American Petroleum Institute Scholarship blind bogey tournament, in which every entrant is assured a prize of some kind, will be held for the 10th consecutive year May 17-18 at Dode Forrester's Hobbs (N. M.) CC course. More than 800 golfers who are expected to take part in the event will share more than \$5,000 in golf merchandise prizes.

Besides the customary awards given for golfer proficiency, the API hands out prizes such as a dozen steaks to the skinniest player, reducing pills for the heaviest and suitably rewards the most honest golfer, the zaniest, sober one and the person who travels the greatest distance to take part in the tournament. In 1956, one oil company gave each of the 804 players a new ball to play with and another firm donated 10,000 tees.

To take care of the two-day rush, Forrester has constructed additional greens on his nine-hole course. The Hobbs club is in the process of building a second nine which will be completed by 1958 when 1,000 or more clubswingers are expected to take part in the API tournament. When the tournament was started in 1948, less than 100 persons took part in it.

Par Buster Is New Philadelphia PGA Section Publication

"The Par Buster," maiden publishing effort of the PGA, Philadelphia Sec., was mailed to members of that organization last month. Plans are to publish the new pamphlet three or four times a year although no fixed publication dates have been set. First edition of the Par Buster outlined the idea behind the publication, discussed the pro code of ethics, described the caddie scholarship sponsored by the section, included local tournament information and a rundown on the activities of many of the members.