



Pro Bill Roberts (left) entertains golfers at the cooler.

### Range Cooler Constantly at Work for This Pro

At Westwood Golf Range, Los Angeles, Bill Roberts, teaching pro says he puts the red and white Coca-Cola cooler to work every day. "When people come out to talk about lessons," Bill says, "we move over to the cooler and I buy coke around. Right off, everyone is at ease — arrangements seem to have a way of working themselves out."

After details are decided as to time, number of lessons, etc., an agreement is signed. This is done at the service counter in the shop. The first lesson usually follows immediately.

During the lesson Roberts again takes advantage of the cooler facility. "In Southern California," he says, "we have a lot of warm weather. From one to three hours in the sun, standing at a tee hitting golf balls is hard work. With the beginner, unless you have one or two breaks, this first lesson is liable to be your last one."

#### Renews Their Interest

"When we take a break I always suggest a coke. I may buy it or the other way around. The important thing is to see that we go back to the driving lesson refreshed. It never fails — persons taking the lesson go back to the tee with renewed interest and determination. They learn quicker and they retain what they learn longer after a break."

There is no question but that putting the range cooler to work has paid off for Bill Roberts. He has found it a low cost helper that produces big results.

### PGA Annual Meeting to be Held in Clearwater, Nov. 6-14

Forty-second annual meeting of the PGA will be held Nov. 6-14 at the Ft. Harrison Hotel, Clearwater, Fla.

Preliminary meetings of the executive and other committees will be held from the 6th through the 9th and on the 10th, members of the PGA national advisory committee and the executive committee will meet in separate sessions. Later, they will hold a joint meeting. On the afternoon of the 10th the tournament committee will convene preparatory to a meeting with the advisory and executive groups in the evening.

Educational and teaching programs will be held on the 11th and in the evening of that date the annual president's dinner will be held.

Business meetings of PGA of America will start on the 12th and continue through the 14th.

### Mass Turf Short Course Starts in January

The University of Massachusetts short course in turf management will be offered this winter from Jan. 12 through Mar. 6. All aspects of turf grass culture are studied along with trees and shrubs. Special emphasis is placed on disease and insect problems. This course, established in 1927 by Prof. Lawrence S. Dickinson, has over 475 graduates engaged in turf grass management and related fields. It is expected that the 1959 class will be composed of men from 11 or 12 states as well as Canada.

Information on the winter short course may be obtained by writing Fred P. Jeffrey, dir. of short courses, University of Massachusetts, Amherst.

### Prof. Musser to Make Final Appearance at '59 Conference

The annual Pennsylvania State University turf conference will be held next Feb. 16-19. This will be the last conference in which Prof. H. B. Musser will participate as he is scheduled to retire in July, 1959. Since many persons undoubtedly will want to be on hand for the final conference of one of the great pioneers in the turf management field, it is suggested that reservations be made early.