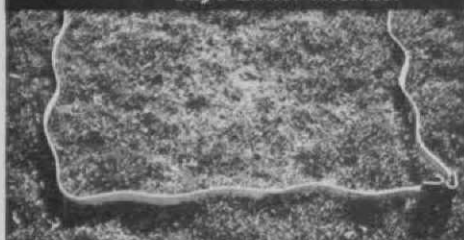
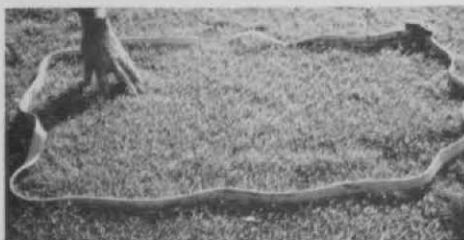


"What a Difference!"

says Elmer Michael



Without Terra-Lite: spotty growth, poor results.



With Terra-Lite: strong, even stand of grass, no bare spots.

"Super" Tells How To Get Dense, Springy, Carpet-like Turf!

"The photos above taken at our Oak Hill C.C. (Rochester, N.Y.), show how I became convinced that Terra-Lite vermiculite soil conditioning relieves compaction and drainage problems—speeds up germination, gives a better stand of grass."



Elmer Michael

Everywhere, golf course superintendents acclaim Terra-Lite results for construction and maintenance.

Terra-Lite®

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TERRA-LITE Div., Zonolite Co., Dept. G-98
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Send me data on uses of Terra-Lite vermiculite for golf courses and turf conditioning.

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displays that line three of the four walls in this part of the shop also are set up in the same fashion. Not a single piece of merchandise is displayed in a box.

All playing equipment with the exception of balls, which are displayed in a counter near the cash register in the main shop, is sold in a separate part of the shop that has been partitioned from the main room. Obitz's shop was enlarged and refurbished two years ago and is a blend of pegboard, pecky cypress and birch, with red and gray plaid design carpeting covering the floor.

Ordinarily there are from three to five pro salesmen on duty in the Shawnee shop. Each is pretty much of a specialist, concentrating for the day, at least, in handling one dept. While the supermarket idea probably prevails, both Obitz and Farley are of the opinion that their success is largely due to the fact that the customer gets so much exposure to salesmen on a pure manhour basis. Where shop employees have been trained to sell and constantly be of service, this is an important factor.

Obitz, who was PGA pro of the year in 1955 and has numerous plaques from manufacturers attesting his fine sales records, always has advocated giving new employees solid training in handling customers. Yet, when his thoughts on this delicate art are boiled down, they come to only two things: (1) Don't use pressure on the customer, yet don't let him divert you from doing what you are there to do — sell him; (2) watch for the telltale sign that shows when the sale can be closed. You usually can catch it by watching the customer's eyes.

\$8,500 Appropriated for PGA Section Education Programs

Nearly \$8,500 is available for pro education at the sectional level, according to Harold Sargent, pres. of the PGA. Directors of the Foundation for Education-Service appropriated that amount to the PGA's educational fund in Aug.

PGA educational fund has been empowered to accept contributions which are tax deductible. An amount equivalent to \$2.00 for each member and Class H apprentice has been set aside for the sectional education program. To get the funds, local sections must submit an educational plan to the PGA Educational Fund board for approval. These will be approved at the annual meeting in November.