



DEHOLGO BALLRET

The new deep hole golf ball retriever guaranteed to bring back those lost golf balls from your water hazards.

DEHOLGO BALLRET is precision made with discs of aircraft grade aluminum, steel handles. Durable, efficient, easy to handle. Sketch shows simplicity of operation by two men on opposite side of water hazard. Operates from row boat for larger water areas. No pond too deep. Weights added for muddy bottoms. Satisfied users at courses throughout the U.S.

36 in. wide — 18 retrieving slots — special rubber tire molded to alternate discs for firm ball grasp — Ship. wgt. 33-35 lbs.
Delivery 1 - 2 weeks.

Write for literature and price.

John Oleswski — DEHOLGO BALLRET
420 Nott St. Wethersfield, Conn.

pushed back in the corner, but the 6 x 9 ft. room in which I work never has seriously cramped me. It is large enough for my desk and filing cabinets and any other equipment that I find necessary for keeping records and handling office detail.

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Al Hoffman, OSU course supt., studied agronomy at Iowa State College, getting his degree in 1957. While attending school he managed to get a great deal of turf management experience as supt. at a small course in Nevada, Ia. He went to work for Lawrence Huber at Ohio State in 1957 and a little more than a year later was named supt. when Mr. Huber died. Hoffman is secy. of the Central Ohio GCSA and a member of the Midwest Turf Foundation board. He is 24 years old, married and has two daughters.

Turf Field Day Dates

- July 22 — Texas Turf Assn., Texas A & M College, College Station.
- Sept. 14-15 — Midwest Regional Turf Fdn., Purdue University, Lafayette, Ind.
- 29 — St. Louis Dist. (Sponsored by St. Louis Dist. GA and Mississippi Valley GCSA.)

Commandments of Retailing Can be of Help to Pro

(Continued from page 30)

location of the ball case (which was made a counter rather than a case) and of the charge book at a pro shop boosted ball sales 20 per cent and was believed by the pro who made the change to have accounted for an almost 30 per cent increase in shop business.

The general criticism of pro shop layouts, according to the pros and salesmen in that session, is that golfers rush in and rush out without being exposed to the sight and selling appeal of much merchandise.

Try This Location

Several fellows said that the idea of putting a revolving rack for slacks and shorts almost in the path of traffic entering the shop had accounted for the big business that pro shops do in slacks and shorts for men and women.

You might check your own operations on the above mentioned five of the Ten Commandments of Mass Retailing.

In July Golfdom we're going through the other five retailing Commandments as they apply in making pro shop business larger and more profitable.

Insist on PAR TUBES

The original golf club protector

LOOK FOR THE NAME ON THE TUBE

- Moisture-proof fibre (regular)Ret. 30¢ ea.
- Plastic—Kralastic — non brittle for longer useRet. 55¢ ea.
- Plastic—High Impact StyreneRet. 35¢ ea.

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