

RAIN BIRD

NOW!

PUT THE WATER
WHERE YOU WANT IT!



with the
Turf Bird R-70S
Portable Greens Sprinkler

Thorough coverage of golf greens and other large turf areas is accomplished from just one position.

Large main nozzle assures an even, penetrating coverage of areas up to 150 ft. in diameter.

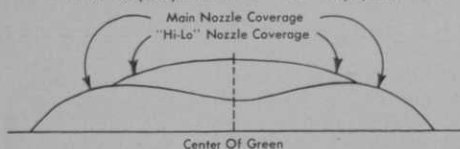
The new exclusive "Hi-Lo" shut-off nozzle on the R-70S lets you put the water where you want it.



"Hi-Lo" completely shut off



"Hi-Lo" fully opened



Center Of Green

for additional information clip and mail this handy coupon:

Please send information on:

Turf Bird Sprinklers

Complete turf sprinkling equipment.

Name _____

Address _____

City _____

State _____

In West mail to:

National Rain Bird Sales & Engineering Corporation

P. O. Box 547, Azusa, California

In Midwest

and East mail to:

Rainy Sprinkler Sales

609 West Lake Street, Peoria, Illinois

ment, if necessary, that clubs of a certain weight and length, a certain low-compression ball, even a particular bag (which will fit easily on a cart when no caddies are available) are the ones for them.

It takes a judicious blend of diplomacy, wisdom, and, I suppose you could call it just plain honesty, to keep women customers happy. But it is well worth the trouble.

Golf professionals from coast to coast are missing hundreds of thousands of dollars yearly in sales lost to department or sporting goods stores. Why? Because the clerks there have no superiority complex, and the woman customer finds herself treated like a "Person Who Matters."

It's as simple as that.

Educating New Members

(Continued on page 46)

Members who propose and second him for membership can't diplomatically undertake his education. There is the possibility that they themselves do not know all that the new person should know.

So the professional should have the definite duty of welcoming and schooling the new member.

The chairman of the membership committee and the professional should work out a program for tactfully acquainting the new member with the benefits and obligations of membership.

Pro Knows the Ropes

The diplomacy required in the educational work is of a kind the pro has learned over the years in handling his job.

General policy and details of the procedure of getting the new member and the professional acquainted and having the pro be the greeter and teacher are matters that club officials and the pro can arrange.

The fact is that the club owes to the new member a reception and information program far ahead of what usually is done to welcome the newcomer.

I have a hunch that real estate experts, who are promoting a lot of the new clubs as centers of community development, will make valuable use of the pro's services in educating the new member.

Schneider Heads Kentuckiana

Ernest Schneider, Big Spring GC, Louisville, has been reelected pres. of Kentuckiana GCSA. Other officers are Charles Oller, vp and Morgan Boggs, secy-treas. Directors are Eugene Morehead, Joy Oller, Addis Lynn and Alfred Jones.