



## Mac Divot Strip Puts in Plug for Pro Shop

The syndicated sports page pictorial serial on pro, Mac Divot, of Rolling Knolls, had strong propaganda for pro shop business in its Apr. 7th installment. The drawing and writing team of Keefe and Lansky which produces Mac Divot had a new member of Rolling Knolls being introduced to the old pro and being advised to become a member of the pro shop.

Maurice T. Reilly, executive vp of the Chicago Tribune-New York News Syndicate, which distributes the Mac Divot strip, the Tommy Armour golf lessons, Dick Tracy, Orphan Annie and other popular features, is the godfather of Mac Divot and, to a considerable extent, a collaborator in its production. He is a member of Winged Foot. Reilly recently told GOLFDOM: "In Mac Divot we have always endeavored to present the home pro as one of God's superior citizens. In my sessions with the writer and the artist I continually emphasize the fact that old Mac, in addition to being an expert golfer and teacher, must also be a gentleman, a kindly philosopher, a politician and a helluva good merchant. Maybe we ought to run the guy for President."

age so as to eliminate collapse of piles, but also to eliminating any possible physical injury to men engaged in handling stored goods.

16. Fire is one of the most prevalent causes of loss in storage. Every fire insurance company has information on proper storage and many companies have individual practices which must be followed if insurance coverage is applied. Have a local agent check storage procedures and facilities regularly.

17. Guard against vermin of all kinds. Good housekeeping is the best practice to follow. Sealing all cracks in walls, floor and ceiling and eliminating damp conditions in the storeroom help.

18. Cleanliness is a must in all storage. Not only is it needed to preserve the conditions of stored goods but it is helpful in eliminating fire hazards, reducing accidents and in pest and vermin control.

19. Keep goods off floors, away from walls and free of ceilings if it is at all possible to do so. Wood runners for floor storage, for example, are inexpensive and easily made.

20. Keep aisles wide enough to accommo-

date handling of supplies. Attempting to secure more storage space by narrowing aisles is poor procedure. One of the most often neglected points is failure to make certain that there is plenty of room around corners for easy handling in the storeroom. Most accidents occur at corners; so do greatest losses from collapsed piles.

21. Provide an area for unpacking, inspection and temporary storage within the storeroom itself. This helps in the reduction of waste and greatly facilitates checking of goods before being removed from storage.

22. Provide fire-fighting apparatus for every part and section of the storeroom. If a sprinkler system is not feasible, then fire extinguishers should be in sufficient quantity and placed so that one is always readily available from any part of the storeroom. Heavy losses therein can result from the brief interval it takes for a man to get from a far corner to the spot where fire extinguishers all too frequently are concentrated.

23. Oily rags and other substances subject to spontaneous combustion must never be allowed to accumulate. Closed metal