

**WHOLE SEASON CONTROL WITH ONE SPRAYING**

One part of Solexto in 400 parts of water sprayed on two to four acres gives season-long control of beetle grubs, ants, crickets, chinchbugs, cut worms, rose chafers, chiggers, fleas, ticks, mosquitoes and many other pests.

**GRUB-PROOFS FOR TEN YEARS**

One application of Solexto, two gallons to the acre (1-to-200 solution), grub-proofs the turf for at least ten years. Thus moles are also kept out by eliminating their food source.

**ECONOMICAL COVERAGE**

Because such high dilutions are possible, extensive coverage is very economical. Labor can also be saved by using EWT Weed Killer\* in the same solution for general spraying of the grounds.

\* Widely used selective weed killer manufactured by Dolge.

Write to the C. B. Dolge Company, Westport, Connecticut for information about other insecticides; also inquire about weed killers, golf ball cleaners, mole and gopher killers.



**Some Pros Need Prompting to Become Good Merchandisers**

BY JACK OWENS\*

I have been in the golf business for three years. Before that I spent about 15 years in the mens' wear business, so naturally I get a great deal of enjoyment out of doing what I can to help the pro become a better merchandiser. I'll confess, incidentally, that I have an ulterior motive in this. What helps him, helps me.

With some pros that I service, I find that it takes a good deal of hammering to drive home to them that they have to invest a few dollars in fixtures and displays to get an adequate volume of business. Too many of them feel that they have a captive market and regardless of how gloomy their shops may look, or how poorly their stock is displayed, they still are going to get practically all of their players' business. As I keep repeating, they only have to open their eyes to see how fallacious this reasoning is. When Joe Smith, one of their players, comes into the shop wearing a new shirt or pair of slacks that was bought elsewhere, that is a tipoff that Joe didn't necessarily buy where the price was right, but possibly where the display invited him to.

Too many pros jump to the conclusion that they have been undersold when other factors, which they steadfastly refuse to recognize, may be the reason for loss of sales.

**More Training Needed**

Another weakness which I think exists in part, but not all of the pro merchandising picture, is in the type of help that is hired. Because of lesson tee and other duties, the pro can't be in the shop all the time. For him to have a fellow around who is just kind of tending the counter is a waste of whatever salary he is paying for this man's services. What the pro should have is a person who has a real feel for merchandise and considers it an accomplishment when he makes a sale.

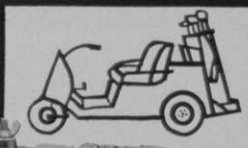
There is a big need for more education in the art of selling for young assistant pros who want to make golf their future. This, I must emphasize, doesn't apply to all, but there are many who could benefit from it. Too many youngsters go into the business with little or no knowledge of running a shop, feeling that their ability as golfers will get them by. I don't blame

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Forty years' experience building quality batteries for battery-driven equipment— industrial material handling trucks, mine locomotives, mine shuttle cars—is built into every Bowers Golf Car Battery. You can be certain your current battery problems will end when you change to Bowers Big Ram Batteries. Their Extra Quality means Greater Power, Longer Trouble-Free Life . . . and at a lower initial cost.

## BOWERS

**BATTERY & SPARK PLUG CO., READING, PA.**

PLANTS AT: Reading, Pa., Greer, S.C.; New Philadelphia, Ohio

BRANCHES: Macon, Charlotte, Baltimore, Philadelphia,

New Haven, Buffalo, Pittsburgh

them entirely for this because many of the older pros have dangled the glamorous end of the business, and not the work behind it, in front of their eyes. Everyone connected with golf will be better off when the glamor of it is de-emphasized and it is remembered that a pro has to fit shoes, work in the back of the shop, dust the fixtures and even sweep the floor at some time during his life.

### On The Credit Side

Just to prove that I am not an out and out critic of the pro scene, I think one of the best things that has happened in recent years is that the shop operator has become conscious of brand name merchandise. He now retails what once could only be bought in downtown stores. This is smart merchandising because it gives the pro the advantage of almost unlimited national advertising. It also adds to his prestige because it shows his golfers that they no longer have to go over to Fifth avenue to pick up the kind of stylish merchandise they are interested in buying.

### Stuck with Cheap Merchandise

Most pro shops now carry brand name goods. A few still stock for bargain basement clientele, but year by year they are

diminishing. I feel this is largely due to the fact that they get stuck with merchandise at the end of the season that can't be unloaded even at sale prices.

I have been around the golf scene long enough now to be convinced that the successful pro is the one who sticks with a few lines in depth, color and size and who operates in not more than two or three price ranges.

*\*Jack Owens of Salem, Ore., represents Ernie Sabayrac, Inc. in the Northwest. In the last year or two he has concentrated on making pros in his territory more conscious of the women sale potential by holding spring style shows wherever clubs have provided him a model or two and a few square feet of show space.*

### Two PGA Meetings

PGA will hold its two principal 1961 meetings in Hollywood-by-the-Sea, Fla. The executive committee is scheduled to convene May 15-17 in the Diplomat Hotel for its mid-year meeting. The 45th annual conference of the organization will be held Nov. 2-10 in the Diplomat East.