

## BUYING FOR COURSE

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provements when spending the club's money.

Many locally affiliated chapters of the Golf Course Superintendents Association sponsor annual field days within their specific area. Local suppliers are given the opportunity to demonstrate the latest equipment under actual field conditions. The local field days present the greens chairmen and other interested club officials an excellent chance to observe different equipment in operation.

The influx of trade publications has greatly increased at all clubs in the last few years. Several trade journals print special annual editions that feature a *Buyers Guide*.

Local supply houses assemble colorful, informative, and practical catalogues of the materials they sell. Moreover, they obtain information supplied directly by the manufacturers as well as the local price quotation to aid the purchaser.

*The Wall Street Journal* until recently, carried a feature column entitled *The Commodity Letter*. This article gave the reader an insight to possible pricing trends of specific materials common to everyday needs. Since the spring of 1964, quicksilver has doubled in price because of increased chlorine production, wider use in missile programs, and labor strife in Spain. Therefore, all products containing mercury have been subjected to a large price boost. Also, the possible future price variations for grass seed were often listed. Lead arsenate, a widely used turf chemical, has increased in price over 15 per cent since January of 1965.

Two recent issues of *Business Week* carried articles regarding price index changes relating to copper and sulphur. Factors of supply and demand have been responsible for price hikes in these basic elements. Chemical compounds using these base materials will increase in price in the future. •

## TWENTY YEARS AGO

Herman Keiser won the first postwar Masters, Lloyd Mangrum the Open and Hogan the PGA.

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