

Eliminate Roster Slumps

Further, the club offers new members club privileges from Sept. 1 to the end of the year as a bonus for signing in the autumn.

Liquor income has somewhat diminished the problem of attempting to operate the clubhouse even on a skeleton crew basis during the off-season for golf. Fire insurance regulations in many instances require that some heat be kept in the clubhouse during cold weather, so the job of keeping parts of the clubhouse heated to a comfortable degree isn't an especially costly one.

Uncertainty of weather for winter outdoor sports such as skating, skiing and tobogganing make it necessary that facilities for these amusements be constructed in advance of the cold weather and be available for immediate use when weather permits. The dues of winter sports memberships generally are made so attractive that kids exercise pressure to make their parents join. Now that most clubs have lively year-round programs for youngsters, the winter sports appeal frequently brings in new family memberships on a 12 month basis. It has been found that the addition of kids' golf classes, swimming pools and tennis classes have enlisted youngsters as powerful recruits in membership campaigns.

Much study is being given by golf club officials to getting the club established as a select community recreation center of 12 month use. In this connection it has been found that many clubs' dues schedules could stand revision to attract younger families whose presence, spirit and spending at the club provides an atmosphere and drive essential to most clubs' success.

Raise Age Limit

Among clubs raising the age limit for "junior" members in 1940 was Olympia Fields CC (Chicago district.) In announcing its 1940 schedule, F. H. Yarnell, membership committee chairman, said:

"Junior Preferred membership had been limited to those not over 24 years old, but in the new plan those from 21 to and including 30 years of age became

eligible. Under this plan any member's son of the above age is eligible. In addition any member may sponsor by guarantee of account and conduct, one young man who need not be related. There is no initiation fee and dues are governed by age as follows:

Age 21 to and including

24	\$ 50.00 per year
Age 25 and 26	75.00 per year
Age 27 and 28	100.00 per year
Age 29 and 30	125.00 per year

Plus 10% Government Tax.

"Any Junior Preferred member accepted on this plan, after 2 years or more as a Junior Preferred may convert this membership to a regular membership without initiation fee. For the sake of ease of accounting any applicant's age on April 1st, will be considered his age for the year.

"This liberalization made possible to many fine young men, membership in Olympia Fields Country Club. Many of these men will grow up in Olympia's environment and become the backbone of our club in the years to come."

Slide Brings Club \$2,500 Income

ONE of the best examples of a properly constructed toboggan and ski slide is that at the Blue Hill CC, Pearl River, N. Y.

From December 15 last year until March 5, 1940, over \$2,500 had been taken in from the tobogganers alone, this from 10,000 persons who paid a fee of \$1.00 for an hour's use of a toboggan with a four person limit. Ski fee is 50c per day, but no figures were available on number of skiers.

The toboggan slide is operated under the management of Edward M. Zell (Blue Hill is a semi-private club). It is a two-trough slide slightly over $\frac{1}{4}$ mile long, with a 300-yd. run at the end of slide. Both slides have brine refrigerated coils. Workers make cake ice, grind it with a "snow machine", place it in the troughs,

wet it down, and the coils freeze it.

The slide is night lighted, and is equipped with an endless-rope tow up the steepest part of the hill. Trough is 21¼" wide at top; side planks are bevel jointed at ends. There are 50 toboggans in use on the slide, which has the reputation of being fast, probably accounting for considerable of its popularity. It takes just 20 seconds to negotiate the slide proper. The tow is 600 ft. long, and is drawn by electric motor drive.

The slide has been in operation for the past three years and is widely known to all outdoor sports enthusiasts in the district. Best crowds usually turn out on Sunday, with a 500 patron average; however, Zell usually has a sellout on toboggans every night. Best weekday nights are Wednesday, Friday and Saturday. The slide often has to keep open until 3 a.m., but Zell's philosophy is that as long as patrons keep coming, no matter how late, he aims to give them what they want.

There are two starters employed at night, and two service men on duty during the day, one serving as starter when needed. Greatest expense of the slide is for electricity, Zell says. No toboggan is ever allowed to start until all are properly holding on to the ropes. No private toboggans are allowed on the Blue Hill slide.

Bowling League Holds Members Through Winter

ORGANIZATION of winter bowling leagues has become an important feature of country club activities. Due to the demand for alleys it's advisable for such organization work to be completed as quickly as possible.

Bowling has fitted into the country club plan very well because it provides to the golf club member excellent physical conditioning of a not too strenuous character and keeps the membership together under circumstances that develop close and mutually enjoyable social relations. It also gives the club considerable winter

publicity that keeps the club's name before its members and potential members.

Another feature of bowling that puts it into country clubs' winter plans is the appeal of the game to women as well as to men. Whether or not the club league should hold its women's event the same nights as its men roll is a matter to be decided by the club committee, but at least one night a month should be mixed bowling on the schedule. In some instances the women's competitions are held in the afternoon.

Inter-club as well as intra-club tournaments are growing in popularity in the winter programs.

Women's Intercollegiate May Be Organized

ORGANIZATION of a women's National Intercollegiate Golf Assn., with its own national championship as one of the major tournaments of the year, is in prospect for the near future.

Among those active in preliminary planning and discussion are Lynn St. John, athletic director of Ohio State, Ted Payseur, golf coach of Northwestern university, and Mrs. Curtis Sohl, women's golf coach at Ohio State university's 36-hole course.

The 1941 National Intercollegiate championship for men will be played at Ohio State, the first time the event has been played on a university course. Ohio State's Scarlet course, 6,810 yards in length, can be stretched. Its Gray course measures 6,140 yards, but has small and tightly-trapped greens to provide an excellent test of golf despite its shortness.

There's a possibility that both courses will be used for the qualifying rounds of the 1941 Intercollegiate if the field is too large to handle easily on one course. Both courses are in surprisingly good condition notwithstanding their newness.

The Intercollegiate under the direction of the National Collegiate Athletic Assn. is fast growing into a top spot among national championships. Great growth of women's golf at colleges is forcing the women's intercollegiate championship idea, and Ohio State with its playing facilities, central location, and facilities for housing the contestants at low cost seems to be a likely spot for the initial women's national collegiate tourney.

The Wisconsin PGA held its annual "Doc" Treacy memorial tournament at Woodmont, Sept. 23. The afternoon's golf was followed by a dinner at which tribute was paid to the memory of a grand fellow, whose work and good judgment in pro golf long will be remembered.



A close-up of greensmen rating the "pie" segment green at Capital G&CC, Washington, D. C. These segments, planted to different selections of creeping bent, are being tested under actual playing conditions.

Greensmen Hear Arlington Report

Inspect turf gardens and test plots in two-day meeting

SOME 200 green-chairmen, greenkeepers, and others interested in problems of turf maintenance assembled Monday morning, September 16, for the third annual turf meeting sponsored by the USGA Green Section and the Greenkeeping Superintendents' Association. A two-day program was arranged this year to include a review (1) of the experimental work in progress on the Arlington turf garden, (2) the test plots established by the National Capital parks in collaboration with the Green Section, and (3) the experimental greens and fairway fertilizer and weed-control plots at the Capitol G&CC. In addition, time was allowed during the second afternoon for informal discussion groups.

Monday morning was devoted to a review of the experimental plots on the Arlington experiment farm which are being conducted by the Green Section in collaboration with the bureau of plant industry of the U. S. Dept. of Agriculture. Many strains of turf grasses were seen maintained in turf, among them a large number of vegetatively selected and propagated strains of creeping, velvet, and colonial bents, bluegrasses, fescues, and Bermuda grass; three species of Zoysia, and many grasses used for turf purposes in various sections of the country. The turf on the plots of Zoysia matrella growing at three different heights of cut aroused considerable interest. Some of the results from the grass breeding experiments with



While his audience listens closely, John Monteith explains the purpose and results of the bent fertilizer plots at Arlington.



Here's the start of the 4-man lawn-mowing race, an event that threatens to become a popular annual feature.

Kentucky bluegrass and fescue were discussed and the turf nursery devoted to this work was visited.

Other experiments were those dealing with fertilizers on bents and on bluegrass, organic materials for use in improving soil texture, fungicides for disease control, herbicides for weed control, and vitamins and hormones for possible stimulation of growth. In connection with the latter, the visitors saw plots showing that under conditions at Arlington no stimulation of growth resulted from applications of any of the growth substances either to seed or to established turf.

The morning session was broken by short recesses for relaxation, during which a putting contest was conducted and the winning team in last year's lawn-mowing relay race challenged all comers.

Districts Report Conditions

Luncheon was served on the lawn, after which representatives of different districts reported on turf conditions during the past season in their locality. Plans for this had been arranged by Ed B. Cale of the Canoe Brook CC, Summit, N. J. As the reports were given he recorded them graphically on charts.

These reports were followed by two interesting talks, one on "Weather Forecasting" by Kenneth S. Norquest of the

U. S. Weather Bureau, and one on the "Status of the Milky Disease of the Japanese Beetle Larvae," given by Ralph T. White of the bureau of entomology and plant quarantine of the U. S. Dept. of Agriculture.

From the luncheon the visitors were taken to a comprehensive set of test plots which were established in the fall of 1939 by A. E. Rabbitt of the National Capital parks. These plots clearly demonstrated the relative importance of fertilizer and seed in the establishment of new bluegrass turf and the comparative costs involved in the various practices; the advantages of fall over spring seeding and fertilizing; the differences in the quality of turf resulting from the use of various fairway grass seed mixtures as compared with the use of Kentucky bluegrass seed alone.

The visitors then returned to the Hamilton Hotel, where the annual dinner was held. Walter McCallum, as toastmaster, introduced John Gray, GSA president; Jimmy Thomson of the Mohawk CC, Schenectady, who represented the PGA; J. Bernd Rose, a member of the USGA Green Section committee; and James B. Williams, recreation consultant of the National Parks Service.

Visit Capital City Greens

The following morning the visitors went directly to the Capital G&CC, where they rated the grasses on the two experimental greens and visited the numerous fertilizer and weed-control experiments on two of the fairways. After luncheon, which was served in the clubhouse, the group returned to the Arlington turf garden. The meeting closed with informal discussion groups in which it was possible for the visitors to discuss their special problems with various members of the Green Section staff.

President Fred H. Crawford of the Club Managers Assn. recently completed a six weeks tour of the US and Canada, coordinating work of CMA chapters, making a survey of country and city club management problems in which the CMA might be of assistance, and lining up new members for the organization.

Progress of the CMA of recent years has been substantial and the organization now figures as a definite factor in efficient clubhouse operation.

Workers Must Fit Their Jobs

By W. E. Langton
San Gabriel (Calif.) CC

IT is difficult to state definitely what work I has shown the most important contribution to the successful management of our golf course for 1940. Perhaps after all is said and done the management and placing of workers, so there are no round pegs in square holes, will always prove to be the most important function of any superintendent. It matters not what profound knowledge a man may have or however scientific his approach to problems that arise. He cannot possibly be successful unless he handles his men correctly.

It is not my intention nor could I, if I would, tell anybody how to run his business. So many factors enter into the situation that unless a man is on the spot and knows all the facts in the case, it is asinine to lay down rules governing a particular course. We know perfectly well how much work a machine will do under certain circumstances. We can always strike an average cost of repairs and fuel and general operating expenses with accuracy. But when it comes to the human element that is altogether different, for mankind is complex. Each individual is a problem, and the approach to each person can never be the same. I am reminded here of witnessing the starting of a new W. P. A. project. It is not my intention to be critical simply because it was a public undertaking. I have seen the same mistakes made in both public and private projects.

How Not To Do It

A young army engineer was given this job in the field of construction. This young engineer commenced the project without any organization whatever. He was given 300 unemployed men at seven o'clock in the morning.

The young man knew less than nothing of the men sent him. He knew nothing of their character or ability; some had been clerks in offices, most had done some kind of white collar job. Very few had been seasoned by hard work. Some were fat and lazy, others were weak and underfed, although willing to work.

I really felt sorry for this young en-

Are you sure you have no square pegs in round holes?

gineer. I had been placed in similar circumstances years ago. It was both fascinating and instructive to watch the proceedings for the first few hours. Things simply did not fit and dovetail into each other. The result was almost chaos.

One saw big strong men carrying a small cask of water trying to act the part of the water-boy, and undersized, weak individuals pushing overladen wheelbarrows. Some gangs so crowded around trucks that it was impossible to shovel properly and straggling units had no supervision whatever.

If the young engineer had been experienced, he would have spent a few hours looking into the record of each man. Then it would have been so much easier to direct the men in the channels for which they were fitted. Supervisors must rely entirely upon past experience and possess an uncanny method of reading character and ability in the handling of new men.

What of Older Men?

What makes greenkeepers retain the services of old reliable men is the fact that engaging new, untried men is somewhat of a lottery. Yet a problem faces every greenkeeper of just what to do with valuable has-beens, who are getting near 50 years of age. Most golf clubs have men between the age of 45 and 60 years who possess golf course wisdom in maintenance and yet are slipping in certain lines of work. Especially is this true in really hard work with hand machines.

If a greenkeeper were callous enough

Annual meeting of the PGA will be held November 11-14 at the Morrison hotel, Chicago. Tuesday, November 12, is to be devoted entirely to the PGA educational conference, a series of sessions to which all PGA members have been invited to attend. The educational conference, where matters of vital interest to every PGA member will be discussed, will be held in the Morrison's Casino room, beginning at 9:30 a. m. and continuing until 5:30 p. m.



Dr. C. Wernham is shown explaining tests conducted at the Penn State College experimental gardens, to greensmen who attended the annual Penn State field day program, held September 30.

to count the steps per minute of a man over 45 years of age while cutting a putting green and then count the steps of a young man whose age was between 20 and 30 years, the result would be illuminating, and I venture to say that a wise greenkeeper would retain the services of the younger man for pushing mowers and give the older man something more in line with his age and experience. Because, after all, it takes speed and strength to secure the necessary velocity of cutting blades to make a perfect putting surface, and when a greenkeeper has too many older men without a sufficient balance of younger men, that greenkeeper is riding for a fall.

One of the most difficult things a greenkeeper has to face is to determine past values in old employees in relation to what younger men can accomplish; after working side by side with men for over 20 years one hates to think his old standbys are slipping and will eventually have to give way to younger men. Perhaps sometime golf officials will look into this important problem and help the superintendent do something about it.

Where Older Men Fit

In the meantime, the law of age creeps in, which age stiffens muscles, hardens cartilage and arteries and slows up physical endeavor and by a cruel irony of fate breaks the back of the hardest worker first. But older men have their place in the scheme of things, usually they are steady and reliable and help to raise the morale of a younger group.

So when we look carefully into the management of a golf course, first and

foremost comes the devising of labor to obtain a maximum amount of work for a minimum of effort. It is secured only by planning and a knowledge of human nature. Without this thought in mind all our scientific knowledge of force and growth will avail but little.

To paraphrase an old saying, "A greenkeeper is known by the greens he keeps." For good or evil he is so judged. All through the year in Southern California the man in charge must never relax from the utmost vigilance.

Some Beefs on Bent

Some few years ago someone discovered bent grass for greens and while it is the best grass we greenkeepers know about at the present moment, it certainly is not a grass for those who love ease, comfort and relaxation.

Bent grass seems to have an affinity for every bug, germ, weed and other undesirable neighbors, especially *Poa annua*, crabgrass, Bermuda and brown-patch. Constant care is required to subdue these rapacious enemies. Our fairway problems in the southwest are simplified by the encroachment of Bermuda grass and the uncontrollable crabgrass in summer. In the winter there is a sprinkling of the finer grasses combined with *Poa annua* and the various varieties of clover which colors the whole surface a nice green; but no one would be so foolish as to attempt to rid the fairways of everything but the finer grasses. It would be too costly and useless. We let the power mowers level the surface twice a week, which gives the golfers a good surface to shoot from.

We have another substitute for grass coming along which, I believe, is destined to revolutionize the present varieties of grass on fairways. It is a weed called *Dia kondria repens*. We at San Gabriel have witnessed its growth for quite a few years and it perhaps would not be out of place here to give some of the highlights of this spreading weed.

Dense Growth Crowds Out Weeds

It is a close creeping plant of dark green foliage. The leaves are much smaller than clover leaves and much more compact in growth. The leaves resemble a miniature water lily. It has plenty of fine fibrous feeders which go about three inches deep. It requires very little cutting, in fact, although our cutting units have been running over it for quite a few years, I have never known the surface to be touched by the mowers. It grows so dense and compact that even Bermuda and crabgrass scarcely survive. I think in time all surface weeds and grasses will succumb to its squeezing tendencies. After it is once established it requires less water than the grasses. Even in the summer months with the thermometer registering around 90 degrees we only water it every ten days. It will stand hard usage and is practically fool-proof.

It grows equally as well in poor sandy soils as in rich compost soil, and it seems of a finer texture on the poorer soils. It does not like strong nitrogenous fertilizers. It seems content and thrives well with a dressing of mushroom soil. It seems to be having quite a boom here in Southern California for lawns. The nurserymen who have it for sale are asking as much as \$3.50 per flat of 16 in. by 16 in. for it. A flat will set out about 100 sq. ft. Some twelve months ago we inserted a plug 3½ inches on the edge of a turf nursery and today it has covered an area of 20 sq. ft. It seems to absorb the finer grasses as if they never existed. It does not like deep shade, but it revels in sunshine and does not object to heat.

We thought at first it would become a pest but it is much more easily controlled than either crab or Bermuda grass. It forms itself into a carpet of solid sod and lends itself to lifting without breaking. There is not enough in existence at present to affect golf courses, but if it proved successful, which I have no doubt at all, ways and means will be

Kildeer CC (Chicago district) in its club publication lists the qualifications of caddies who are looking for jobs. The club's caddie committee conducts an energetic campaign to place its boys who are not in school after the season passes its crest. The activity helps Kildeer to get as faithful, competent and select a group of caddies as you'll find anywhere.

found to insert it in fairways and tees, and propagation will be made on a more extensive scale for commercial purposes.

It will take quite a long time before anything is definitely known regarding *Dia kondria* for greens. There may be possibilities for such use, but it will have to be toned down on a starvation diet the same as we used to tone down Bermuda grass when we used it for greens, but that is another story. There is one remarkable thing about *Dia Kondria*; it does better in open ground with harsh treatment than if coddled and fussed with in flats. If the flats are placed in the shade of trees it becomes soft and succulent. It is then that the birds relish it as a salad. The towhees, thrashers and mocking birds come in troops to feed upon the dainty morsel and yet on the open fairways we have yet to find a bird feasting upon *Dia Kondria*.

Parking Lot Hunch

It is difficult to say just what has been Southern California's outstanding job of late. I can only write personally of San Gabriel. I think a very important job was an improvement in our system of parking on the parking lot. Previous to this improvement there was always some bother whenever we had a crowd. Usually, some thoughtless person took more than his share of parking space. Some parked too near other cars, making it difficult to open the large doors of modern cars. Then there were others who insisted on parking crooked instead of straight, so that fenders got bent, scars were made, and tempers were wrecked.

Today, all is calm and placid on the parking lot. Each car is allowed 8 ft. parking space, which allows the widest door to open freely. All we did was to make forms for concrete 8 in. in the ground and 4 in. out of the ground, roughly finished. We made the forms about 9 in. at bottom and 4 in. at top, coming to a point at entrance. Before

we did this construction work, we used to paint lines on the asphalt once a month and on busy days pay a man to park cars. Today, we have a permanent line of direction for each car and no future expense for paint or labor.

It was a simple job of construction and hardly worth mentioning but it has proved itself highly efficient for parking. Then there are always the usual touches here and there on any golf course. Grounds will run down at the heel unless one is continually vigilant. There is the usual dead wood in trees, shrubs to be replaced, hedges to be trimmed, benches and flag poles to be painted and a little beautifying here and there. It's one continual everlastingly interesting job, this supervising a golf course, and yet, who wants a different calling?

Monteith Is Speaker at Midwest G. A. Meeting

CLOSE to 150 members and guests of the Midwest Greenkeepers' Ass'n. attended its annual tournament and meeting, Oct. 2, at Medinah CC, Chicago district. The turf lads spent the daylight hours playing the club's No. 3 course and inspecting the USGA Green Section's experimental bent plots, maintained by the club's superintendent, Norman Johnson. Later, they attended a dinner where William Otter, head of the Chicago District GA's green-committee, served as toastmaster and Dr. John Monteith, head of the Green Section, was principal speaker.

Golf prizes went to Melvin Warnecke (Olympia Fields CC) for first low net of 87-18-69, Emil Massiocchi (Onwentsia C) for a nice 39-37-76 low gross, Bob Duguid (Evanston GC), Charley Shiley (Illinois GC), Bill Stuppel (Exmoor CC), and Stanley Arendt (Inverness GC).

Monteith spoke principally of the experimental plots now established at 40 clubs located from coast to coast. Purpose of this widespread test is to discover what effects, if any, various climates, soil conditions and cultural methods will have on the bent strains. The Green Section knows how these various strains perform

at its Arlington nursery and now is interested in the national picture.

For this purpose, greenkeepers, pros and all golfers are asked to visit these nursery plots frequently, rate the strains in order of suitability as putting turf and turn in the ratings for transmission to the Green Section. From these reports, once enough of them have been received, the Section will be able to form a national preference rating on the 12 strains under test.

One interesting point brought out by Monteith was that opinions of dub golfers are just as important to the Section as the carefully weighed selections of the greenkeepers. In general, the dub's ratings will not vary widely from those of the turf experts. This was demonstrated at Medinah, where Monteith persuaded a bystander whose knowledge of turf was no more than could be gained by an occasional game of golf, to rate the plots along with the greenkeepers. The dub's selections of strains matched exactly the average of the greenkeeper's



Medinah's twelve bent test plots being rated by members of the Midwest GA.

first six choices and he also hit the 11th and 12th selection on the head. Few of the greensmen picked the plots as accurately as did the dub.

For this reason, Monteith urged the members of the Midwest body to invite the golfers at their clubs to visit these experimental gardens and rate the grasses throughout the season. The more returns the Green Section is sent during this experiment, which will be continued for several years, the more accurate the final conclusions to be drawn.

At Arlington, Monteith reported, some extensive tests have been under way for the past five years on rates of seeding and fertilizing. Next season, similar tests are to be started throughout the U. S. to check on the results at Arlington.

Mrs. C. B. Willard, Exmoor CC, Highland Park, Ill., is scheduled for re-election as Women's Western GA president. The organization has had one of its best years in tournament activity, membership and finance.

Thanks, Professionals, *for a very Satisfactory Season*

AND WE HOPE OUR EFFORTS HAVE
HELPED *YOUR* BUSINESS, TOO

The sale of Wilson Golf Clubs and Golf Balls through the Pro Shops has shown another steady gain during the season that is coming to a close in many parts of the country.

A goodly part of this healthy increase is due to the growing appreciation of Wilson designs and craftsmanship, among golfers as a whole. Certainly the name Wilson is accepted today as a mark of quality—wherever golf is played. And Wilson Golf Clubs *do* embody principles that are advanced and workmanship of the finest—especially the quality clubs that we distribute through your shops exclusively.

But, we also attribute an important part of our increasing success in the Pro Shop field *to the Golf Professionals themselves.*

Being the natural outlet for quality equipment, you definitely aid us in making a good name for Wilson Golf Clubs by fitting them accurately to each type of player. Naturally the player gets best results with clubs that fit him. He likes them and speaks well of them to others. This, in my personal opinion, is one of the most important and valuable functions of the Professional in the sale of Wilson Golf Clubs and is of unquestionable value to us. For this very important contribution to the fine success of Wilson Golf Clubs during the past season, we are deeply grateful.

And what is true of Wilson Golf Clubs is

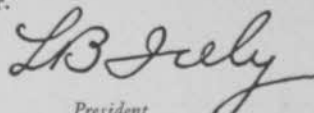
also true of Wilson's new "Player-Fitted" Golf Balls. We provide a correct type of ball for each type of player. But to win the player's enthusiastic acceptance it is important that the Professional recommend the *proper* ball for each player.

These new "Player-Fitted" Golf Balls have had a good season. And they will be even more widely preferred next season. Thanks again for your cooperation in this feature of your business.

As against the very fine contribution *you* have made to *our* pleasing success this season, we hope that our little contribution to the functions of *your* shop has paid *you*.

We have had many splendid letters from Professionals complimenting our efforts. We hope that there are today many more well-instructed golfers in all your clubs than there were before and that next year this number will be even greater.

Good *form* and good *equipment* are both necessary to make an expert, enthusiastic golfer. Between us we can supply *both* of these, in increasing volume, if we work together. Look for further developments in this sensible and successful plan of cooperation, next year.



President
Wilson Sporting Goods Co.

Futurama for Pros

By Don Young

ABOUT two years ago I watched one of the best merchandising pros I have ever known spend 30 minutes with a salesman buying \$1,500 worth of top-grade clubs—and 1½ hours buying \$200 worth of beginners sets.

His explanation was simple: "I can buy good clubs from any of the first-class manufacturers. They all have them. What keeps me awake nights are the beginners. If I muff 'em the stores get 'em. Once they get 'em they may be lost for a long time.

"Too many pros," he continued, "lose sight of the fact that in order to keep their local market active they must continually be injecting new blood into it. We can't expect to sell all of our old customers new clubs each year, or even every two years. But we can maintain a steady demand for good merchandise by grabbing the beginner the minute he comes into the market. A share of these will buy medium price equipment, but for the most part they want something inexpensive. In either event, satisfy him then and he'll be back next year, or the next, for good clubs. But miss the beginner, or oversell him, and it's just too bad."

Buy Above the Minimum

I inquired of this pro what he demanded in the way of such merchandise to meet the problem and the low-price cut-throat downtown competition. His reply was simplicity itself.

"Anyone with merchandising sense," he answered, "knows there is a line below which golf equipment ceases to be golf equipment. Below that standard it is junk, pure and simple. I never allow myself to be drawn below that line, regardless of the price pressure that may be bothering me, because regardless of whether a beginner should happen to buy such merchandise of me or of a downtown store, it is almost sure, in most cases, to prove unsatisfactory. Consequently I go above that line, merchandise at a very small margin if necessary, and have very little replacement or adjustment trouble. The merchandise proves satisfactory and is sold at a price that the beginner is willing to pay. I am every bit as careful, so far as it is possible, in fitting a set of these

low-priced clubs to a beginner, as I am in fitting the club champion with a top range number. I have customers that stick with me year after year. That is what is commonly known as business-building. And in 20 years of pro-shop selling I have been unable to discover any suitable substitute for it."

"Don't you have some trouble," I asked this pro "in finding merchandise that will successfully compete with cut-throat competition?"

Carries Exclusive Pro Lines

"Trouble is no word for it," he declared. "When I got wise to myself some years ago that successful pro merchandising means selling to 100% of the club membership, instead of merely the 40% that demands, needs, and appreciates good equipment, I sweat plenty of blood finding stock to do the job. There was low-priced merchandise available, of course, but the downtown stores could whip me on price. I finally decided to give the bulk of my better business to the company that also could furnish me with a satisfactory, low-price line that wasn't carried by any of the downtown cut-price stores. Within two years after adopting that program my club sales showed an increase of over 60%."

I mulled this pro's words over in my mind for a considerable time. Suddenly I was struck with the fact that no manufacturer's representative had ever presented the pro merchandising problem to me in that light. I wonder why?

As pros we are all vitally interested in again dominating a market that we are allowing to slip away from us. But if we are to do so, we must seriously consider the methods by and the foundation on which leadership in merchandising is built.

As a class we have in the past been too much inclined to assume a boulevard attitude. Boulevard merchandising is a nice clean, refined trade—but the casualty list in that type of warfare is exceedingly high. Pro golf is a shining example.

There are naturally plenty of spots in

The first ambulance for Britain paid for by PGA of America efforts, has been shipped.