

Save money this year on WEED CONTROL!



Cut Maintenance Costs With

2-4 Dow Weed Killer

MAKE
PLANS
NOW

Securing fairway beauty at a minimum cost is your responsibility. Plan now to use Dow Weed Killers. If it is results by the acre you are after—at lowest cost—decide now to depend on Dow Weed Killers to kill weeds to their very roots. Get the facts. See your dealer or write for free literature at once.

USE THE RIGHT DOW WEED KILLER

2-4 Dow Weed Killer, Powder.

Low cost. Kills a wide variety of broad-leaved plants without injury to grass. Packed in 10- and 50-pound drums, ready to mix with water. Follow complete label directions for best results.

Esteron 44

Especially useful against many types of woody plants, which are difficult to eradicate. Packed in 1-gallon, 5-gallon and 50-gallon sizes.

Dow Contact Weed Killer

"Chemical Mower" for roadsides, parking lots, fence rows, ditch banks. Kills most annuals completely. Destroys all weeds and grass above ground, leaves roots to prevent soil erosion. Follow directions.

2-4 Dow Weed Killer, Liquid.

Liquid form facilitates mixing with water. Also highly effective against broad-leaved weeds—with no harm to grass. Convenient 1-gallon, 5-gallon and 50-gallon sizes. Follow the directions printed on label.



CHEMICALS INDISPENSABLE
TO INDUSTRY AND AGRICULTURE

AGRICULTURAL CHEMICAL DIVISION

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Cleveland • Detroit • Chicago • St. Louis
Houston • San Francisco • Los Angeles • Seattle

Pro Must Plan His Public Relations Work

By **JOE FRASCA**

Pro, Augusta (Ga.) Country Club



Joe Frasca

Ask a professional what community work he's doing in addition to doing the expected duties at his club and you'll often get the answer, "I've got more than I can do at the club and just can't bother with outside activities." Many will admit readily that they have felt that they should take active parts in community affairs but just can't seem to get the time for this phase of their public relations.

The men who are active in these community enterprises, in moderate-sized cities, smaller towns and suburbs, are just as busy as the pro so the pro's belief that he hasn't got the time really hasn't much foundation to it. The pro is the associate of other businessmen of the community when these men come to the club for relaxation or to do their share as officers and committeemen in management of the club's affairs. The pro should carry this sort of association further in exhibiting his interest in the welfare of the community and his willingness to do his full share as a citizen.

A golf professional, just as a banker, merchant, lawyer, doctor or other professional man should take a faithful, energetic and thoughtful role in community activities. It is something he must assume in bearing his share of responsibility for the community's welfare. Furthermore, it is one of the wisest ways in which he can build himself and his profession in public esteem.

Should Join Service Clubs

The pro should join one or two of the good social and civic service clubs. If he is under 35 he should by all means join the local Junior Chamber of Commerce and identify himself with the leading young businessmen of the community. Pro golf certainly has had, in the building of its tournament circuit, ample demonstration of the vigor and brains of the Jaycees.

Another good club for the pro is Rotary. There are several classifications under which the pro can come in Rotary, Kiwanis, Optimists, Lions or other service clubs. As a professional golfer, recreation director, or course supt., if he is in charge of the course, the pro member of the service club

makes excellent contacts and develops himself as a businessman and public-spirited citizen.

Then, too, in a foresighted manner he can head what is practically a club of his own when he takes a deep interest in his junior golfers. Since coming to Augusta I have given a great deal of my time to the youngsters. Our club is a very active one. We have 450 playing members. I have about 75 junior golfers shooting in the low 70s. The older boys take part in the club championships. We also have a junior championship.

Junior Golf Is Foresight

I am sure that in 5 years from now we will have the best group of golfers in the southeast. These lads represent part of my public service. I have done my level best to give them the same sort of tutoring and encouragement my ex-boss Dave Hunter gave me the 6 years I was with him at Plandome.

It has greatly benefitted my interests in the community to be known as one who pays special attention to the development of the youngsters' golf. I have steadily conducted group lessons—in groups of 4 or more—depending on the ages and how advanced the students are. I also encourage refresher courses. These boys and girls eventually will become my key members. But right now, when I get around in my civic duties, the attention I've given to the youngsters proves it has established me with their parents as a fellow-citizen genuinely interested in the progress and happiness of their children.

Pro Competition Increasing

Another thing that my association with other businessmen in civic enterprises does for me is in keeping me right up with the latest in business trends and methods. The pro's shop business is of major importance to him. He must be very much on his toes or a goodly percent of business he might get in his shop will go to the downtown stores.

If the pro will check in his city or town he will find that he has a great deal of com-



FOR WEEDLESS TURF

The Bean All-Purpose Sprayer

There's no spraying problem too big for this powerful, stream-lined Bean All-Purpose Sprayer. On a Chicago course recently, it sprayed forty acres of fairways with liquid weed-killer in eight hours. An efficient labor-saver, it's ideal for spraying liquid fertilizers, too, and with a Bean Spraymaster Gun the outfit protects your greens, shrubs, shade-trees and flowers from insects and fungi.

Its rugged high-pressure Royal pump delivers a blanketing fog-

spray that penetrates dense vegetation without injuring it.

The light-weight Tuba-Lite Spray Boom is adjustable for bunkers and uneven ground. Boom wings are under spring tension; swing back automatically on contact with trees or other obstructions.

Can be used as standby fire equipment while burning weeds and brush, or in an emergency as an efficient fire-fighter.

For complete information see your dealer or write for catalog.

JOHN BEAN MFG. CO.
Division of Food Machinery Corporation
Dept. 55, Lansing 4, Michigan



The pro shop at Augusta CC is attractive and conveniently located.

petition from stores handling golf goods as one of numerous items. It seems that not only is there an untold number of sporting goods retail outlets now but that the situation is going to get worse in a tremendous bunch of new outlets competing for the golfer's equipment business. If the pro is going to get his share he'll have to make smart use of every contact and every idea he can get.

In checking his own business the pro must begin in his own bag storage. He must have at least 90% of his members' bags for service. With his members' bags under his eye he can keep a close watch of just who is going to need new woods, new irons, a new bag, head-covers, etc. If he hasn't made every effort to give bag service that provides a basis for getting these bags in storage, he'd better do some thinking and working, quick.

There is a good profit in minor repairs such as replacing old grips, refinishing wooden clubheads, checking whipping and checking bags for worn-out straps or needed sewing or zippers. Another small but steady profit that comes from another service members appreciate is replacing worn spikes on golf shoes. Saddle-soaping golf bags is still another.

Make Your Shop Shine

Next the pro had better check his sportswear and golf playing equipment selling facilities. If his showroom isn't as attractive as it possibly can be made, he'd better attend to that. He's definitely in a tough competitive situation against store displays.

If your showroom happens to have brick

walls you can finish the walls with wall-board or a veneer—or knotty pine, if you can get it—hang up a few pictures, hang bright curtains and see that your show-cases, tables and wall displays are fresh and clean.

The old days of limited stocks in pro shops have gone. Now, at the good club, you've almost got to have everything you think your member needs for playing golf. More than that: you've got to let the member and his wife know what you've got. You have to keep telling them. One ad or letter now and then isn't enough. And by all means make your campaign for Christmas business strong, beginning with a letter around the first of December listing everything you've got in stock. Letters to members' wives suggesting what their husbands might use as golf Christmas presents are work because they're more than merely form letters, but such letters are not only effective selling, they're great public relations in letting the wives know that you know and think of what golf goods the husband needs.

Now you can sell almost any clubs you can get. That's a great temptation to neglect the sort of service that is of true pro expert character. But when stock again becomes available you'll have to have a complete line of golf playing equipment with extra putters, sand irons, chipping irons, No. 5 woods. If you're using a new set of clubs let your members try them out.

Make Pro Service Unique

Again you'll be seeing the wisdom of letting your member hit a few shots with clubs before he buys them. Go to the practice tee with him and check his grip or any

BUCKNER gave golf



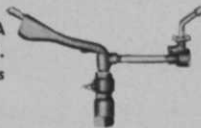
The Perfect Curtain of Water

From MAXIMUM TO MINIMUM coverage
Buckner's wide range of models meets every
requirement of modern golf course watering.

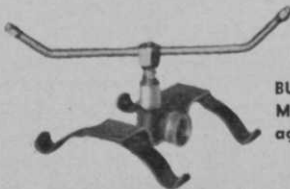


BUCKNER 72
400 GPM at 375 ft.
Agriculture

BUCKNER Model 6-A
54 GPM at 164 ft.
Golf Course • Parks



BUCKNER 7K Standard
Model 101—35 ft. cover-
age at average pressure
Home Lawns



Golf's widespread preference for Buckner equipment continues to grow . . . with new installations throughout the United States and in South American countries. For the finest in golf irrigation, specify BUCKNER.

BUCKNER MFG. CO.

Leaders FOR OVER 25 YEARS IN GOLF COURSE WATERING EQUIPMENT

7658 CALUMET AVE.
CHICAGO, ILL

FRESNO, CALIF.

7280 MELROSE AVE.
LOS ANGELES, CALIF.

other fault he may have. Try the clubs on him for size and other specifications there. That's the one thing the pro can do that no other retailer of golf clubs can. Make the most of it.

You can further distinguish your shop and its member service by attention to stocking the best of the little things. Keep a good supply of gloves in stock—in pairs and right- and left-handed. Have beeswax, rosin powder and other grip material, bandaids, and an assortment of tees, long and short. Have tees in different colors for you'd be surprised to know how many of your members are color-blind.

I have my tees in transparent paper packages. On one side of the package is my name and on the other is a selling message for golf professional service. This sales talk sets forth a case for expert service in all lines that I have to live up to in the golf line.

My bill-forms, letterheads and other advertising material are examples of first-class printing, and so are the form letters I send out. I could get the work done cheaper and on less expensive paper, but on all these perhaps small details I never overlook an opportunity to subconsciously impress my members that they are getting from the pro shop the thoroughly high-class service high-class people who belong to a high-class club should have.

Keep Advertising Constantly

The alert professional golf businessman realizes he must keep his members reminded that he's in business for them. I do business with a good sign painter. He prepares for my shop display selling messages that are attractively framed. Lines such as: "Keep Fit—Play Golf," "It Pays to Take Lessons," "Don't Keep Paying Your Opponent; Take A Few Lessons," may not be examples of advertising copywriting genius but by keeping these simple messages changed often and pecking away I know I get business and better serve my

members. Under my clock I have a sign, "It's Time to Take A Lesson."

There is an electric continuous message device that can be placed in the shop, or better still, behind the club bar on party nights, especially, and that can get across considerable selling talk for the pro.

Budget Pro Time

I think it's highly important for the pro to be available for lessons almost any time. This brings up the vital matter of the pro smartly budgeting his time for time is his greatest asset. I believe the pro should spend much of Saturdays, Sundays and holidays in or near his shop. On these days he has to switch his attention back and forth from the shop and the starting tee. By watching the members' swings on these busy days and noting the needs for correction he gets a good basis for helpful conversation with the member the next time he sees him. Unless the pro is very much in evidence these busy days the members are going to think they're being short-changed in pro service.

It is essential that the pro keep a good bookkeeping system; one that's complete but not too complicated. He must have an indexed file of all the members and their purchases, a cash book, a charge book, and a ledger. He's got to have close control of his inventory with the stock in a pro shop now becoming much larger and more variegated than it used to be. I certainly think that the pro these days had better write his orders and handle his other business correspondence on a typewriter. It's not difficult to learn to operate one of the many portables now on the market.

In many communities one part of the pro's public service can be that of writing a golf column for the local newspaper. He can get a lot of personal mention of his players into print and that positively promotes his public relations. It's good advertising that constantly keeps his name before the local golfers. His talks and demonstrations before local clubs of men and women and before high school groups are very effective public relations. He certainly should write regularly for his club's magazine or bulletin, if the club has one.

Certainly it all takes time, it requires study and a close watch for public relations opportunities. And it all is work. But it makes money for the pro and if the pro isn't willing to work more for more money he's out of place in this game as a business.

Corner of Joe Frasca's shop,
Augusta CC.



OFFICIALS — GET THESE BENEFITS!

IMPROVE TURF • SAVE MONEY

THIS ROLLER-DRIVE MOWER GIVES YOU BOTH



Roseman mower mowing top of bunker and at same time trimming the unsightly fringe at lip of trap; hand labor and special equipment are eliminated.

IMPROVE TURF

• *Constant light-rolling of your fairways is the way to improve turf. You can do it with a Roseman Roller-Drive Mower gang, because it light-rolls the turf as it cuts the grass. It keeps the turf bed in contact with moist sub-soil to retain the moisture for turf nourishment. It improves the turf on crowns. It pushes down loose creeping-bent and Bermuda grass runners to re-root. Cuppy-lies are eliminated.*

SAVE MONEY

• You save money with a Roseman Roller-Drive Mower. Roseman saves because it mows fairways and roughs equally well... just flip the lever to convert to a rough mower. Roseman saves because knolls, mounds, bunkers, lips of traps, borders of greens no longer require specialized equipment... Hand labor practically eliminated. Your budget can be substantially reduced with a Roseman *all-purpose* Roller-Drive Mower.

WRITE
FOR
BULLETIN
400

*Roseman Roller Mowers are noted for
low annual depreciation*

ROSEMAN TRACTOR MOWER CO.

CENTRAL CRAWFORD AND RIDGE ROAD, EVANSTON, ILLINOIS

Advertise Maintenance Work to Your Members

By FRANK SUNDY

Greenkeeper, Bloomington (Ill.) CC



Frank Sundry on Bloomington's 14th fairway two weeks after its 2,4-D treatment.

ONE point about 2,4-D in weed control that I believe has not been used to the fullest extent is the way in which the results of the material has impressed on club members the constant hunt of the greenkeeper and green-committee for new methods and materials that will improve playing conditions.

As the result of wartime curtailment of maintenance work courses were bound to suffer deterioration in condition. Ours was no exception. Our original 9 holes were badly infested with buckhorn and dandelions. In 1939 we'd added another 9 holes to our course. Up to this year we'd had a fair stand of grass but too many cuppy lies to be satisfactory to me or the players.

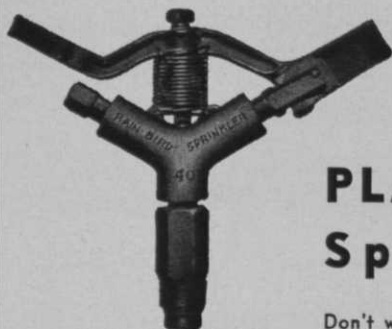
We fertilized the new fairways from greens to within about 150 yards from the tees. The improvement was conspicuous, of course, and there was much favorable comment from members.

But where we really dramatized our work was in the experimental application of 2,4-D to our 14th fairway which was the weediest we have. We advised members of this experiment by a sign on the first tee. On July 27 when the 2,4-D application was made weather conditions were highly favorable. The results were quick and impressive, with about a 90% kill of weeds. Because of the sign publicity members made comparison of treated

and untreated fairways and were amazed by the results on the 14th fairway so they talked a lot about this job. The work did much to make them course maintenance conscious. We intend to buy or build a spraying outfit to treat the rest of our course. I can see where it may take several applications of 2,4-D and a good fertilization and possibly a seeding program to establish turf in such condition that there'll be exceedingly little room left for reinfestation by weeds.

Another thing that we're doing is building a new tool and machine house which will have modern machinery for the maintenance of our course equipment in first class operating condition. It's a tougher job to dramatize that sort of an essential improvement at a golf club, but the successful demonstration of the 2,4-D as a publicity medium for the course maintenance department tipped us off to the wisdom of using every means we can to make members sharply aware of the work, the problems and the achievements in providing a pleasant place for golf.

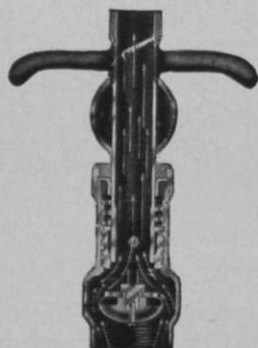
We now have the opinion that every green-committee and greenkeeper in planning operations for 1947 should give more consideration to the publicity needs of the course maintenance department. That problem seldom has received adequate attention from club officials or greenkeepers.



"RAINBIRD" SPRINKLER

PLAN Next Summer's Sprinkling NOW!

Don't wait! You can obtain needed sprinkling equipment for 1947 only by acting now. Desirable delivery dates can be established on inquiries received *now* — next Spring's orders may be too late.



"SILVER TOP"
VALVE AND KEY

"RAINBIRD" SPRINKLERS — Wide range of capacities, for use with underground systems. Slow rotating; thorough drenching of any given area.

NELSON "SILVER TOP" QUICK-COUPLING VALVES — Permanent valves, 15 to 125 gallon per minute capacity. Need never be dug up for cleaning or repair. Sprinkler attaches to valve key.

SPRINKLERS ON ROLLER BASES — "Rainbird" and "Lark" sprinkler heads are available on roller bases for sprinkling greens and other large areas.

Engineering and design layout service available to golf architects and greenkeepers. Write for catalog and details.



"SILVER TOP" VALVE

If located East of Denver, write

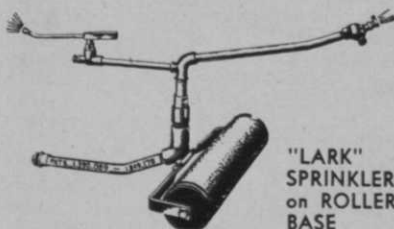
L. R. NELSON MFG. CO., Peoria, Illinois

If located West of Denver, write

**RAINBIRD SPRINKLER MFG. CO.
Glendora, California**



"RAINBIRD" SPRINKLER
on ROLLER BASE



"LARK"
SPRINKLER
on ROLLER
BASE

Watson Tells of Houston Municipal Golf Boom

Texas, with its star pros and its galaxy of talented men and women amateurs including Mildred (Babe) Zaharias, the Women's National champion, also has plenty to talk about in private and public course operation.

In Houston, for instance, Hugh Watson, city golf manager, heads one of the most active, expertly-conducted municipal golf programs in the country. Hugh was pretty well swamped by wartime work but now both of his boys have returned from the Navy, and he has time to tell what's doing in Houston muny golf.

Writes Hugh Watson:

"Here is a comparison of this year and last, through the first 8 months of this year, January through August.

"This year looks like it will be a record breaker for both rounds and money collected in green fees. Most large cities in Texas have a larger green fee than the 50¢ charged in Houston.

"All 3 of our City courses are operated by 5 men on each course, but I have the promise of 8 men for each course next year. My annual budget for all 3 courses is less than any one of the 4 country clubs. Our private clubs are very efficiently and well maintained.

"The City of Houston has just voted 90 millions in bonds, and it looks like we will get another golf course started in 1947.

"Houston is now the largest city in the South, and growing fast, so we will need at least 3 more golf courses to take care of the 21,000 municipal golfers now on hand and coming. We have about 2000 Negro golfers in the city and we must build them a course next year. They are certainly entitled to a place to play and I have asked for a 9 hole course to start with, with room for another 9 holes later if needed.

"There was organized this summer 6 boys (under 17) teams from each of the golf courses in the city.

"Our annual high school team play has



Hugh Watson, Houston Golf Manager.

started. Six boys from each of the 10 high schools line up for match play with the finals coming the early part of next year.

"Our annual city-wide boys tournament will be held again this coming spring, which in the past has been sponsored by the Houston Junior Chamber of Commerce.

"Our city-wide championship tournament for 1946 was held last month at Hermann Park with 386 players. Ed White was the champion for the 4th straight year.

"The Annual Bond tournament has started on the Hermann Park and Memorial Park courses. This tournament is so large (759 last year) it has to be run on two separate courses, with the finalist at each course playing the finalist on the 36 hole route, with 18 at each course. Two weeks to qualify, two weeks for the first and second match, and one week thereafter. This type of tournament gives the working man a chance to play without taking time out from his job. It is strictly a week-end tournament.

"We have a municipal women's organization with over 100 members, playing each week, alternating from course to course."

Rounds Played	1946	1945	Gain
Hermann Park	60,142	48,426	11,716
Memorial Park	41,220	27,733	13,487
Glenbrook Park	12,325	4,584	7,741
	113,687	80,743	32,944
Fees Collected			Gain
Hermann Park	\$30,882.75	\$23,665.25	
Memorial Park	\$21,678.25	\$13,945.00	
Glenbrook Park	\$ 6,139.00	\$ 2,258.00	
	\$58,700.00	\$39,868.25	\$18,831.85