

mgr. of Sim Park munny GC, Wichita, Kans. . . . JayCees of Great Falls, Mont., pushing construction of new munny course. . . . New Cambridge (Minn.) GC now open for play. . . . Choctaw CC, Poteau, Okla., enlarge clubhouse. . . . Club was re-organized two years ago as private club. . . . Dallas (Tex.) Open to be revived. . . . Dallas selected as site for 1949 Texas PGA tourney. . . . Herman Boechardt back at Northwood CC, Dallas, Tex., as gkpr.

Cedar Rapids (Ia.) enlarging Ellis park munny course from 9 to 18 holes. . . . 800 tons of black dirt being filled on new site. . . . Fairways to be watered. . . . Albert Schell, owner of Wichita Nurseries, sold 15-acre nursery tract to new Wichita (Ks.) CC to be used for club landscaping. . . . Lakin (Ks.) CC building new clubhouse. . . . Macon (Mo.) GC purchased from Theodore Gary by Bert Thieman. . . . New Liberal, Kans., munny course now open for play. . . . Bob Zander is pro-mgr. . . . Hatherly CC, North Scituate, Mass., celebrates opening new \$100,000 clubhouse with 18-hole medal tourney open to all golfers with state handicap cards. . . . New stone clubhouse replaced old wooden structure destroyed by fire a year ago. . . . Caddo County G&CC, Anadarko, Okla., now open.

Meadow Lark CC, Great Falls, Mont.,

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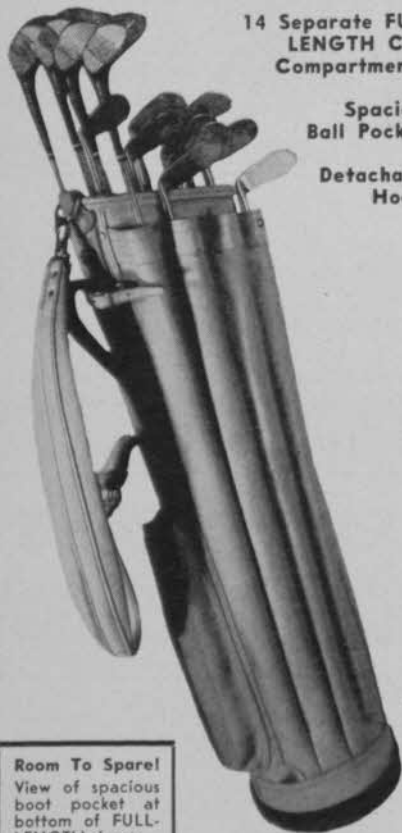


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Spacious
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Detachable
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Room To Spare!
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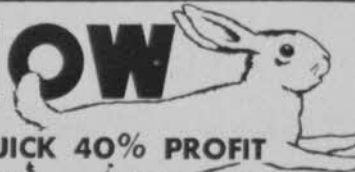
JASPER

ALABAMA

undergoing \$250,000 face lifting job. . . Under direction of Merritt (Johnny) Johnson workmen are completely remodeling old course. . . Ralph Meyer is Meadow Lark pro. . . Portales (N.M.) CC built during past year on 140 acres of old H-bar ranch recently completed and opened for play. . . This 9-hole, par 35 course has astoria bent greens, fairways of native grass, bluegrass tees. . . Course was designed by Wm. Tucker.

James Gilmore Harrison, Turtle Creek, Pa., building second 9 at Suncrest G.C., Butler, Pa. . . Completed 18 at Suncrest expected to be an outstanding course of the district. . . Harrison's also revising design and construction of Bloomsburg (Pa.) CC. . . He's completed design for Willowbrook GC, Belle Vernon, Pa., and will construct 9 holes this year and 9 in 1949. . . Willowbrook is fee course whose owners made survey of upper Monongahela valley golfers in determining probable play and investment character of the new course. . . Another architectural job the busy Harrison recently has completed is planning new 18 for Park Hills GC, Altoona, Pa. . . Park Hills construction to begin early in 1949.

Congratulations to George Treadwell, Bill Terry and others of Memphis (Tenn.) CC for press book on National Amateur

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championship. . . This year's USGA amateur title event is first one played in south. . . First one, too, played on Bermuda greens. . . Field will find that Memphis gkpr. Jimmy Hamner makes that Bermuda superb putting surface. . . Women Golfer magazine, published by the capable and diligent Hope Siegnious at Greensboro, N.C., folds after hard work for almost 3 years. . . Unexpired subscriptions assumed by Bob Harlow's Golf World news weekly. . . Bob's doing a fine job of supplying coverage of scores and player news where newspaper sports pages have a big blind spot.

This year's National Amateur entry of 1,230 (reduced to 1,223 by withdrawals) was largest so far. . . Previous top was 1,118 in 1936. . . Last year's amateur entry was 1,048. . . Leo Fraser, chmn., Women's National Open at Atlantic City (N.J.) CC, says although gallery didn't come up to \$7,500 prize money and other expenses, the championship was "best golf show we have ever had in Atlantic City." . . . Field was 11 pros and 20 amateurs. . . Babe Zaharias with 300 won first prize of \$1,200. . . She led Betty Hicks, second, by 8 strokes. . . Babe had done well the week prior, winning \$1,200 first in the All A-May-rican.

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ORDER A SAMPLE SET TODAY. To show them means sales to present users and thousands of players who will buy these extra irons to improve their game.

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A black and white advertisement for True Temper golf shafts. The background shows a hand holding a golf shaft. A large white oval at the top contains the slogan. A star logo on the shaft's band is pointed to by an arrow. A white box at the bottom contains the brand name and product details.

If it's **TRUE TEMPER**
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Look for
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GOLF SHAFTS OF CHAMPIONS

THE AMERICAN FORK & HOE COMPANY • CLEVELAND 15, OHIO

How Successful Pro Merchants Lengthen Selling Season

By: HORTON SMITH • AL WILFONG • ALEX CAMPBELL • JAMES K. THOMSON
LENY CALDERWOOD • LOU BOLA • CARROLL T. MacMASTER • BEN RICHTER
BOB GUTWEIN • ED BUSH and HERB GRAFFIS

There's been a revolutionary change developing in pro shop selling. It's already meant millions of dollars in added income to professionals and clubs. Yet nobody has noticed how vast the improvement has been for the job has been done without high pressure and by the steady quiet work of smart pro businessmen.

The change has been that of extending the selling season—consequently the playing season—at clubs north of the Mason-Dixon line, where the great majority of clubs and golfers are located.

In recently coming across some notes on interviews with pros in 1935 I was reminded that after July 4 pro shop business slumped abruptly. Ball sales and lessons were main sources of pro income for the rest of the season. Generally pros believed that if they hadn't sold clubs by July 4th they had a slim chance of selling them after that date in by-gone years.

One result of that habit of thinking was poor credit in trying to make a year's income in about five months. Pro shop retailing is tough enough in central and northern states considering that uncertain weather reduces playing days even in the season, April to September, inclusive. Another phase of the short-season idea was that some pros got into the habit of returning to the factory clubs that were unsold at the end of the season instead of regarding a purchase as a firm transaction. As manufacturers couldn't eat these returned clubs and didn't want to throw them into the river they had to sell them at reduced prices to other retailers. Cut-price retailing of those clubs at the start of the following season made store competition vigorous and costly.

But in the past 10 or 12 years those conditions have been altered drastically. The improvement probably has been spurred by wartime conditions that forced pros to merchandise sportswear and accessories when they couldn't get clubs, balls and bags to fill the demand.

This year the pro shop selling season is going strong into September and October in central and northern states. The sharp drop in July and August sales has been reduced by most of the first class pro merchants.

Course Maintenance

One reason for the lengthening of the season has been a development in course maintenance procedure in regarding leaf sweeping almost as much of a necessity as mowing. There have been marked improvements in leaf collecting devices and more attention has been given to areas under trees. That contribution by the greenkeepers has been a prominent factor in lengthening the season and increasing pro and club income, despite the earlier dusk of those beautiful late summer and fall days.

But, with all due credit to the help given by the greenkeeper the main element in extending the season has been more persistent and intelligent selling in the pro shop.

Monthly percentages of annual shop income at a representative first class central state's club with a top grade pro businessman on the job is shown by Horton Smith's figures at the Detroit GC. Everyone who knows Horton—and probably more than half the pros in the U.S. know him rather well—will admit that Smith knows how to run a pro depart-



POPULAR PRICES DRAW NEWCOMERS TO GOLF AS GALLERIES

Dollar admission plus tax brings record galleries to George S. May's Tam O'Shanter tournament at Chicago. May figured pay-as-you-play course golfers and practice range customers comprised a tournament market around Chicago that wouldn't go for higher prices. After

ment for the fullest benefit to the members and how to make a legitimate profit on doing a good job.

Horton's percentages run:

January	1/2
February	1
March	1 1/2
April	22
(including season club-cleaning charges)	
May	12 1/2
June	15
July	12 1/2
August	10
September	8
October	7
November	4
December	6

With the exception of the December business which represents a growing volume of Christmas and winter resort travellers' business the winter business is mainly mail order. The pro who keeps in close touch with his members and shows a keen desire to supply all golfing wants of his members can pick up a lot of business that might otherwise go elsewhere. That's been repeatedly demonstrated by pros who do good jobs of selling in the locker-rooms.

Tie in Resort Travel

Horton, like many another real businessman in pro golf, ties in his selling

with winter and summer resort travel. Any member who is going to be away from the club is worked discreetly to have all golf goods requirements supplied. Horton has found that the lessons and playing season are extended by suggesting to the member who is going south for a while that the winter trip will be made more enjoyable if the golf is kept tuned-up.

Note that Smith's percentages show 25% of the annual shop sales volume is sold after August. That percentage is not unusual among pros who have kept applying selling effort. Pros who visited the shop of Bill Gordon during the Tam O'Shanter tournament saw a shop in which a quarter of the entire year's volume is done after August.

One thing that helps the pro and the club extend the season is a program of golf activities that doesn't virtually stop after Labor day. That may call for some work by the pro on the men and women's golf committee heads. There are many interesting events that are not on club calendars. The National Golf Foundation recently issued a booklet of golf events that any pro or chairman can have by sending 20 cents to the Foundation at 407 S. Dearborn, Chicago 5, Ill.

Gift Advertising Pays Off

Something else that is effective in ex-



OVERRUN COURSE DURING ALL-AMERICAN SERIES OF EVENTS

deluging Chicago district for years with free passes this year May put his show on a strictly cash admission basis and drew more people than ever before at \$1 plus tax per head. Many of the Tam tournaments' customers were seeing their first show of golf headliners.

tending the season is pro advertising either direct to members or in the club magazine. Especially does this advertising pay-off when it is used for Christmas gift business. Pro success in selling boxes of balls, bags, clubs, headcovers, gloves and other items as Christmas gifts has been spotty but indications point to the failures being the result of errors of omission or commission in the pro advertising, display and merchandising, as the store volume of golf Christmas gift merchandise is high and those pros who do an energetic job on Christmas selling have demonstrated that sales are commensurate with effort.

A considerable volume of golf Christmas gift merchandise is sold by Chuck Tanis of Olympia Fields and Jerry Glynn of Skycrest who divide the cost of a handsome little illustrated booklet which, bearing their respective names and addresses, is mailed to lists of their members and other friends. Numerous pros pick up a substantial amount of Christmas gift business by selling members who buy for their companies to give to customers.

Al Wilfong, pro at Wyoming Valley CC, Wilkes-Barre, Pa., expresses the conviction that smarter buying and pricing by pros has been an important factor in extending the selling season. Al points out that one of the main things to remember about keeping the members buying is

that the player with new equipment plays more golf, enjoying the novelty of his brand-new purchase.

Wilfong says that when pro shop stock becomes depleted after the opening two or three months the members are bound to get the idea that the buying season has ended inasmuch as the pro seems to think the selling season is over.

Smart Buying, Smart Selling

Wise inventory control and careful shopping combined to keep the pro's shop stock investment in good liquid condition are essential to extending the selling season, Wilfong declares. He stresses smart buying as the foundation of smart selling which keeps the pro shop prices competitive.

Al says:

"One of the greatest drawbacks or hindrances to pro shop sales has been the idea that merchandise bought in the pro shop has been marked up. If some pros do this I would say they are not smart, as the first thing a good merchandiser should do is gain the confidence of his customers. Over-charging is not the way to do this. At the same time, however, if the pro does not shop around for quality goods at the proper wholesale prices he places himself in a hopeless position from a merchandising viewpoint.

"We must remember that large stores have buyers that do nothing but shop

(Continued on page 60)

Hogan Wins

WESTERN OPEN

■ Ben Hogan, golf's player of the year, added the 1948 Western Open championship to his U. S. Open and P.G.A. crowns, to become the first golfer in history to capture all three titles the same year. Ben shot an amazing final round over Buffalo's Brookfield Country Club course to win by one of the widest margins in modern championship golf. He shattered the course record with 8-under-par 64.

U. S. OPEN

■ Against the toughest competition in the country, Ben and his trusty MacGregors won the U. S. Open with a remarkable 276 — an all-time record for the event. Jimmy Demaret, who also plays MacGregor clubs exclusively, took the runner-up spot.

P. G. A.

■ Ben proved himself to be a true champion at both match and medal play when he added his second P.G.A. crown. After five grueling days of brilliant match play golf, Ben walked off with top P.G.A. honors.



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Again!



**and he won
'em all playing**

MacGregor
GOLF CLUBS

■ Golf's four Major Championships of 1948 — U. S. Open, P.G.A., Masters, Western Open — have been won by Ben Hogan and Claude Harmon (Masters Champion), members of the famous MacGregor Pro Advisory and Technical Staff. Other members of the MacGregor Staff are Tommy Armour, Herman Barron, Jimmy Demaret, George Fazio, Byron Nelson, Toney Penna, George Schoux, Louise Suggs and Craig Wood.

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THE WINNERS . . . PLAY MACGREGOR

Methods and Materials That Develop Weed-free Turf

By J. A. DeFRANCE

Rhode Island Agricultural Experiment Station

In order to present the crabgrass and weed picture from different angles, preventive measures and cultural methods of control are mentioned, together with the new chemical methods of control. When preventive measures fail and where cultural methods of control, such as hand-weeding, are considered tedious or expensive, then employ the chemical methods.

A program of soil preparation and turf management to produce good, healthy, dense turf helps provide security from the invasion of crabgrass and other weeds. Following are eleven preventive measures against crabgrass and weed invasion. If these measures are neglected, the crabgrass and weed problem is quite apt to become serious.

1. Prepare the seedbed with soil of good structure but fairly coarse texture with ample organic matter to help withstand excessive compaction, and provide adequate aeration and drainage.

2. Provide suitable surface, internal, and sub-drainage by approved methods; avoid layers of any kind of material that might interfere with movement of water either up or down.

3. Provide good bond between topsoil and subsoil. Let uniformity of application and thorough mixing and incorporation of materials be keynotes in construction and thus prevent layering effects from use of any material alone such as peat, humus, and sand, in construction or topdressing that might cause a layer and produce adverse conditions for growth of roots. Also avoid any method in construction such as excessive rolling that would cause a layer and interfere with downward growth of roots.

4. Cultivate the seedbed before planting, or treat the seedbed with fertilizers or chemicals to provide weed-free topsoil a few weeks prior to planting if seeding is to be done in early fall. Give treatment in early fall if seeding is to be done the following springtime.

5. Use grass seed of high germination free of weed seed.

6. Use basic, permanent grasses that

produce dense turf under good management practices. Certified Colonial bent, Kentucky bluegrass, Chewing's or selected strains of fescue, and improved selections of Velvet or creeping bent are suggested. Ryegrass, redtop, timothy and other filler grasses are not considered basic permanent turf grasses.

7. Use clean compost topdressing free of viable weed seeds. This may be accomplished by sterilizing the compost with heat such as steam or electricity, by using certain chemicals, or by treating with Granular Cyanamid, or some other nitrogenous fertilizer such as Milorganite or Agrinite.

8. Provide proper and ample fertilization and liming to develop and maintain a dense turf that will resist invasion of crabgrass.

9. Practice judicious watering to develop deep root systems, and avoid saturation of the soil which produces a stagnant condition and poor aeration.

10. Avoid excessive compaction on turf saturated with water from a recent rain or irrigation by restricting foot traffic and heavy rolling.

11. Prevent and control diseases which destroy or weaken turf grasses. Turf injured by diseases is easily invaded by crabgrass and other weeds.

Cultural Methods of Weed Control

If crabgrass and weeds have invaded turf areas, cultural methods of control such as the following are suggested:

1. Hand-weed the plants. Young plants are easily removed with the thumb and forefingers as they are shallow rooted. Older plants with deeper root systems need to be loosened with a knife.

2. The fact that crabgrass does not grow in the shade suggests a method of control. Let the lawn grasses grow fairly tall during the period when crabgrass naturally germinates; this provides shade for the soil and seedlings, when they come up. After they are up and reaching for sunlight, lower the height-of-cut of the mower to come down on the plants