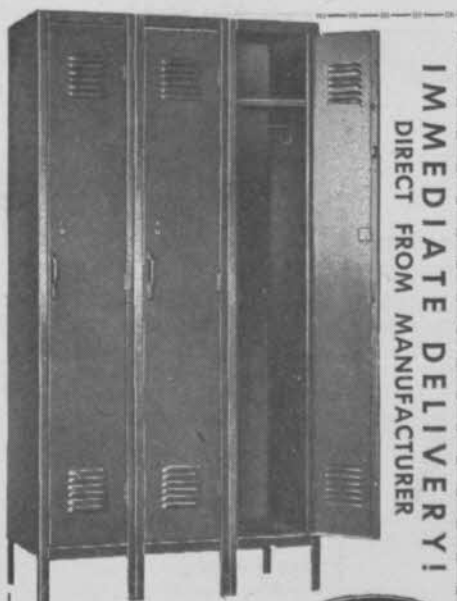


Leif Halvorsen switches as mgr. from Shoreacres club to Ravisloe CC, both Chicago dist. . . . Alex (Putter) Corrado formerly with Skycrest CC (Chicago dist.) now mgr., Rochester (Minn.) CC. . . . LaFayette CC, Syracuse, N. Y. enlarging course to 18 holes. . . . Job being supervised by Augie Nordone, pro. . . . J. A. (Pat) Patterson, former PGA official, now Wilson, So. Calif. sales representative, on the job again after illness.

S/Sgt. Thomas Lau Suedhoff, a son of Mr. and Mrs. Carl J. Suedhoff (Ft. Wayne CC sec. mgr.) and one of Indiana's most-decorated soldiers, buried at Ft. Wayne, Ind., Nov. 21. . . . Body shipped from Italy where 23-year-old mortar squad leader died after having been hit in action in France. . . . Services were conducted by VFW post named in the lad's honor. . . . His brother, Carl J. jr., came through extensive combat O. K.

Joseph P. Tonetti, mgr., New Haven CC, reelected pres., Connecticut Club Managers' Assn. . . . Conn. CMA also elected Edwin Driscoll, mgr., Brooklawn CC, Bridgeport, Conn., vp. . . . Tonetti is chmn., public relations committee, Club Managers Assn. of America and has been doing an excellent job of acquainting club officials, members and



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press with managers' achievements for clubs. . . . Club Managers' Assn. of America now has 806 members.

Charming Polly Riley had a great year in 1948. . . . She was on the Curtis Cup team, runner-up in Women's Western amateur, won the TransMississippi and Women's Texas Open. . . . She defeated Patty Berg and Babe Zaharias in the Texas event, beating Babe 10-9 in the finals. . . . Anybody, female or male, who can do that, is very good. . . . Polly defeated Sister Suggs 3-2 at Tulsa and 2-1 at Dallas in exhibition matches. . . . Polly's another one of the lassies who's been a Jerry Glynn finishing school pupil for the past few years.

Jimmy D'Angelo appointed pro at new Dunes Golf and Beach Club, Myrtle Beach, S. C. . . . Course being finished by Robert Trent Jones, jr. . . . Jimmy's in his 21st year in pro golf. . . . Was pro at Baedewood GC (Philadelphia dist.) then at Muskogee (Okla.) CC. . . . He's been active as PGA official. . . . Bill Schwartz and Lloyd Voorhees open big indoor school at 3212 N. Broadway, Chicago.

Johnny Bulla signed as pro by Westmoreland CC (Pittsburgh dist.) . . . Bobby Cruick-

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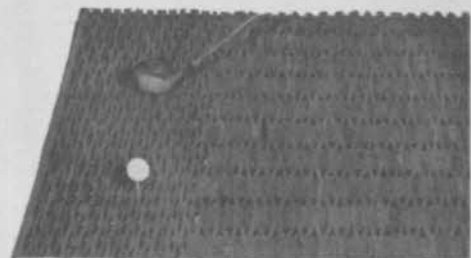
shank signs for summer season as Chartiers CC (Pittsburgh dist.) pro. . . . S. C. (Terl) Johnson to DuPont CC, Wilmington, Del., succeeding pro T. H. (Tommy) Fisher who retires. . . . George Diffenbaugh honored by dinner and given check for his cheerful expert service during his first 9 years at Kenwood CC (Washington dist.).

Want to buy a big club in the New York district. . . . Prudence-Bonds corp. asking \$375,000 for the Engineers' club, Roslyn, L. I. . . . Sam Whiting, supt. of Olympic Club at Lakeside (Calif.) two 18 hole courses, still telling the boys that in all his life he's not seen another tournament run as well for the players and as pleasantly for the greenkeeper as the Women's Western of 1948. . . . George Wilkie and son Don, operators of Sunset Hills CC, Bartlesville, Okla. . . . claim tallest foursome. . . . They range from 6 ft. 6 in. to 7 ft. . . . They're Phillips 66 basketball stars.

Mrs. Wm. C. Mudgett who as Louise Fordyce was girl star of the '20s died recently at Pinehurst, N. C. after a long illness. . . . Ed Livingston, pro, Minnehaha CC, Sioux Falls, S. Dak., already working on 14th annual invitation affair which draws

MATS CUT COSTS

Durable new and improved Tee-Mats are tops for any driving range or golf course. They're tough—stand up under the roughest use. Best of all—they're now available at new lower prices. You can't afford to be without them. Then too, there are Durable Mats for use in shower and locker rooms, halls, lobbies, kitchens, and pro shops. They're built for service—for savings.



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SEND FOR DURABLE'S MONEY SAVING PLAN

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EFFICIENT ECONOMICAL EASY-TO-USE

Protect Greens, Shrubbery, Trees . . . SPRAY the IRON AGE WAY



GREENS keepers praise the low-cost protection they get from Farquhar Iron Age Sprayers on golf greens, shrubbery, bushes, trees. Especially designed to spray areas inaccessible to large wheel and truck-mounted sprayers, these handy machines are ideal for economical general-utility work around any size golf course.

Shown here is an Iron Age Sprayer, equipped with a 4-gallons-per-minute pump, protecting golf greens. The famous Iron Age Pump delivers the constant high pressures needed for thorough penetration. This unit can also be used for weed control, whitewashing buildings, disinfectant work or fire protection.

Farquhar builds Iron Age Sprayers in various types, sizes and pump pressures to meet all requirements.

SEND FOR FREE BULLETIN

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—Say CALVIN STUTZMAN (right) Greenkeeper
(and J. B. KYLE (left) Manager, Sunnehanna
Country Club, Johnstown, Pa.

"WE have used AGRICO COUNTRY CLUB FERTILIZER for 7 years and it keeps our greens and fairways in excellent condition," write Calvin Stutzman, Greenkeeper, and J. B. Kyle, Manager, Sunnehanna C. C., Johnstown, Pa. "Agrico gives us an even, healthy growth of grass which is less susceptible to fungi attacks—since fertilizing with Agrico we have cut our use of fungicide one-half. To every greenkeeper who wants a championship course—one which stands up under hard play and dry weather—we recommend feeding greens and fairways spring and fall with Agrico."

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players from 80 towns in the Dakotas. . . . Chattanooga, Tenn., to have many courses for Negroes.

The supermen at golf work seem to be women. . . . Patty Berg last year travelled 25,000 miles for Wilson giving clinics, exhibitions and lectures between tournament play. . . . Among the 125 tournaments she conducted last year were 15 in southeastern states in December. . . . She had a good playing year, winning the Women's Western Open, Augusta Women's Titleholders and the Hard-scrabble. . . . Louise Suggs since she turned pro to go with MacGregor has travelled 16,000 miles. . . . She played 28 consecutive days and put on clinics.

Twenty leading pros and wives of some of them flew to Havana for the Havana Open, Dec. 14-15. . . . Americans invited to Swedish Men's International amateur championship at Stockholm GC in suburban Kevinge Aug. 18-21 and Women's championship at same club, Aug. 19-24. . . . Briar Hall G&CC, formerly known as Briar Gills GC, Briar-cliff Manor, N. Y., bought and being changed to private club. . . . Ray Anderson, recently turned pro, succeeds Fred Bolton as pro, Pendleton (Ore.) CC.

TIRE MATS

1—Driving Tees

Driving Range and Public Course Operators . . . here we believe is the finest tee made from tires. Designed to specifications of well-known pros, these mats are functionally ideal, reversible, and virtually everlasting. Immediate delivery. Sizes 42"x60" and 48"x60". Also special sizes.

2—Floor Mats

Tire Floor-Mats in long runners and special sizes for locker room, grills, entrances, and shower rooms. Pay for themselves by saving floors, spikes, and preventing accidents. Low prices due to high production.

Prices and information available upon request.

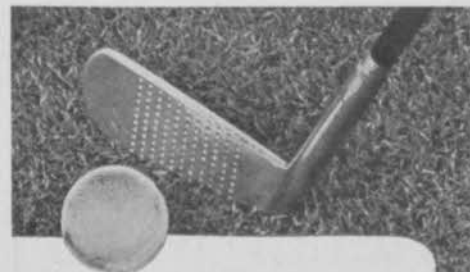
MERCHANTS TIRE COMPANY

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Southeastern PGA showed busy year in its 1948 report. . . . The association contributed \$200 to experimental station at Tifton, Ga., toward turf research. . . . Chuck Congdon tells Bill Steedman, Seattle Times golf writer, Gary Middlecoff and Skip Alexander are younger tournament players most likely to go up and stay on top.

Claude Harmon joins Wilson Advisory staff. . . . L. E. Lambert, Oakwood CC, (K. C. dist.) elected pres., Heart of American Green-keeping Assn. . . . J. Arrowhood, Hickory Hills, elected vp and R. Medland, Swope Park, sec-treas. . . . Harold (Jug) McSpaden announces Goodall Round Robin by Wykagyl CC, New Rochelle, N. Y., May 12-15. . . . F. George Seulerberger, Dean of men at Northwestern university, now advisor to Evans scholars at Northwestern.

Western GA to put out 20-page illustrated caddy training book on cartoon book plan. . . . Book will be called "Pin Points." . . . Roland G. McGuigan, counselor of men, Northwestern university, new advisor to Evans House scholars at Northwestern. . . . Big Ten (Midwestern) conference rules, and probably other university athletic conference rules, will have to be revised to permit winners of caddy scholarships to play on varsity golf



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**New Chlordane
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SYNKLOR-5-D, a dust containing 5% by weight of Chlordane.

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SYNKLOR-48-E, an emulsion containing one (1) lb. of Chlordane per quart.



For selective weed control use Tufor-40, a triethanolamine base 2, 4-D stabilized for hard water. One (1) quart contains one (1) lb. of actual 2, 4-D.

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squads. . . Mayor Jim Rhodes of Columbus, O., originator of National Caddy championship hoping to get Big Ten to alter its rule.

New location of Ft. Madison (Ia.) CC overlooking Mississippi river, on one of the most beautiful clubhouse sites in the nation. . . Clubhouse to be completed by May, maybe. . . Illinois-Indiana annual seniors' tournament may be extended this year to include Ohio and Kentucky seniors.

Sherwood A. Moore, going as course supt. to Deal (N. J.) GC from Crestmont CC, West Orange, N. J. . . Charles Storer moves as supt. to Essex County GC, West Orange, N. J. from Country Club, Brookline, Mass. . . Bob MacGregor going as supt. to Tamarack CC from St. Andrews GC, both Westchester county (NY Met dist.) . . . Alex L. Edgar coming from Wichita Falls (Tex.) CC to be supt., St. Andrews GC. John Handweg, owner of Riverdale CC, Country Club of New Jersey and Schackamaxon CC, all in N. J., considering sales deal on all three courses. . . Crestmont CC, West Orange, N. J., reported as being put on the market by owner Charles Frost.

British Board of Greenkeeping Research conducts five day courses for greenkeepers.

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THE COMPLETE PLANT FOOD

FIGHT Soil Starvation

Trace L contains 15 essential mine elements in guaranteed amounts which are often lacking in apparently fertile soil. These 15 elements help to assure grass luxuriant growth, and resistance to disease and insect pests. All elements are scientifically balanced for safe and successful use. Each pound makes 100 gals. of Trace L solution. 15 and 35 lb. drums—60 cents per pound. Also available in 1/2 and 1 lb. jars, and 100 lb. drums. Write for more information.

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. . . Much of the class work is at the Board's experiment plots at St. Ives Research station. . . . Lipe Henslee, U. S. Collector of Internal Revenue at Nashville, Tenn., complimented by greenkeepers and pros on improvement condition of greens at Dickson (Tenn.) GC which he owns. . . . Henslee dug up sand greens, treated soil, sodded with Bermuda and topdressed.

Story about Lawson Little having a heart attack at Honolulu after great first round was false. . . . Little over-ate, got an attack of gastritis and quickly and completely recovered. . . . Morton Flanagan, Jr., II, sues Tam O' Shanter CC (Chicago dist.) for \$100,000 for loss of eye while caddying. . . . His attorney charges club violated child labor laws. . . . Shepard Barnes, Baltusrol, elected pres., Metropolitan (New York) GA.

Morris Norton, pro-mgr., who came to Las Cruces (N. Mex.) CC, Feb. 1, 1948, revived New Mexico women's amateur championship last year after lapse since 1941. . . . Las Cruces will be host to New Mexico Men's amateur, in Sept. this year. . . . British beginning to go strong for golf bag carts. . . . Very effective fee course advertising done by

(continued on page 90)

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When your greens need top dressing, the best, most economical way is to shovel the desired compost, fertilizer and soil ingredients into a ROYER COMPOST SHREDDER-MIXER. The Royer will mix them quickly and shred to uniform pea sized particles, removing trash at the same time. Royerated dressings are easy to apply, furnish maximum nutrients. Royers available in models of many sizes. Write for Bulletin 46.



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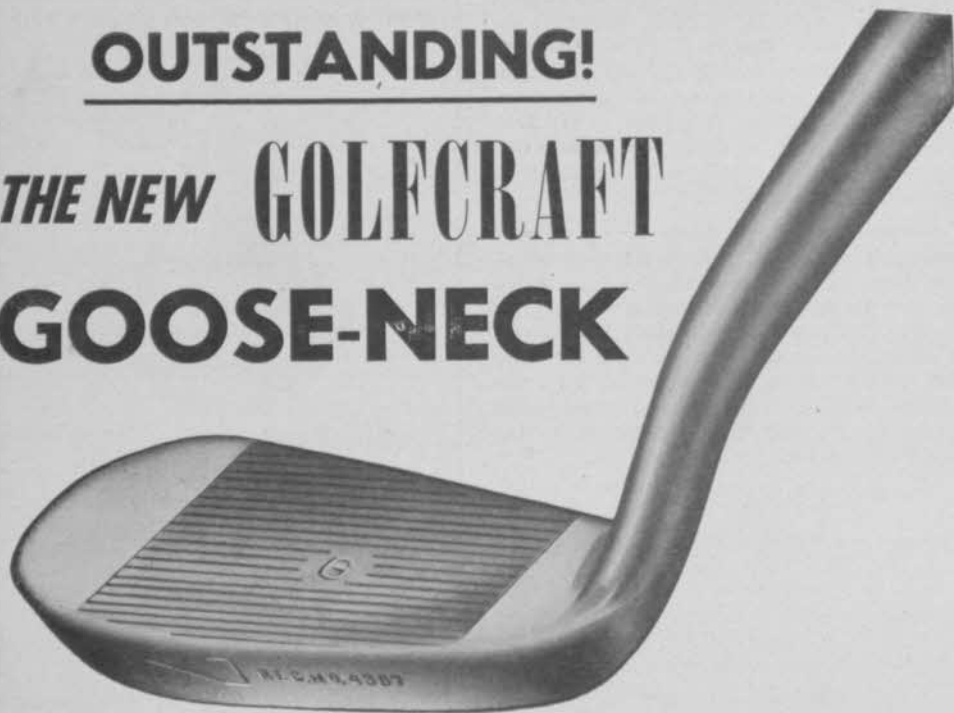
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**Players prefer them because they lower their scores;
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In Golfcraft's Pro-Only goose-necks for 1949 you have a proven design for better iron play — a design that pros and players alike have acclaimed as the most productive contribution to improved iron play in many years.

Its set-back head makes it easy to line up shots correctly. It impels the player to hit through the ball with confidence, smoothness and power. It imparts the ball-turf impact that gets the ball away crisply. It is the design that makes the clubhead do the work.

In design, in shaft action and length, in swing weight and in precision craftsmanship, Golfcraft's 1949 goose-necks are practically custom models.

For better play that builds more sales feature Golfcraft's goose-necks. They're Pro-Only, of course. Be ready for the early spring demand.

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GOLFCRAFT Pro Only Woods and Irons are precision-made in the world's Largest, Most Modern Plant devoted exclusively to Golf Club Manufacture.

More Sales Pressure Needed to Keep up Pro Shop Sales

By HERB GRAFFIS

Pro shop sales at winter resorts during December and January warn pros at clubs farther north they'll have to open the sales throttle wide this spring and summer or suffer a slump in shop volume.

The postwar sales honeymoon is over. But there doesn't seem to be any reason for a smart pro who's willing to work getting panicky about the outlook. Christmas sales by pros who applied sales pressure were remarkably good. Pros who didn't work hard on Christmas gift selling suffered a slump in sales but so did many retail stores which used every trick and force selling brains could devise.

In southern California the season is 12 months long and the influx of winter resorters consists of people who generally have been pretty well supplied by their home club pros. Around the Miami and Palm Beach areas the tourist business seldom is felt to any extent in pro shops until the second week in January.

Resident population increase in southern California has been greater than in any other area in the nation. Hence this sector should afford a reasonably reliable preview of what pros may expect in business this year.

After visiting representative clubs of various private, fee and public classes in southern California my conviction is that the pro this year will have to use more selling effort than he ever used before.

The answer to 1949 profits is strictly up to the pro — even more than it depends on the club and the members. The winter started off well in the shops of Willie Hunter at Riviera, Harry Bassler at Fox Hills fee courses and George Lake at Long Beach's municipal establishment

but only because of the efforts of three stand-out men in their respective classes and their well-trained assistants.

Stock to Attract Market

Hunter is a star at stocking his shop to meet the market. For instance, during the Los Angeles Open when the weather was so "unusually" cold Willie didn't do much seat-cane business with galleries who, needed to keep moving to keep warm, he sold a lot of plaid tams and other warm headwear and warm sports shirts in his shop. He also made an effective selling display of larger bags to cash in on the playing displays of such bags carried by the caddies of the tournament stars.

Hunter changes his shop display for tournaments. He makes it plain that he is prepared to care for crowds just as he has his shop normally showing members that he has almost everything they need. By constantly studying his market and adjusting his merchandising fire Willie overlooks no bets.

During the National Open last year Willie sold 85 of the then \$25 Scot seat canes. He sold some of them at the present higher price and sold some cheaper seats even though conditions were not favorable, during the 1949 LA Open.

Hunter believes in having something unusual in his shop. Al Chapman had his painted necktie artist, Miss Nina Johnson, painting ties to order in a corner of Hunter's shop during the LA Open. It was an interesting and unusual exhibit that brought income that otherwise would have passed the shop.

The tie operation again demonstrated what pros learned during the war when they couldn't get golf playing equipment



LEITH SHOWS HOW HE SOLVES PROBLEM OF PRODUCTIVE DISPLAY

Problem of attractive and productive display in small shop is well solved by Forbes Leith (R) and his asst., Joe Stolarik, at Glen Flora CC, Waukegan, Ill. Frequent change of display of items on table and of clubs on wall display keep members aware of the extent of Leith's stock. Everything's kept immaculate in the shop. Notice the display of putters and special clubs prominent by the case. This display invites—and gets—a lot of business from players whose putting, approach and recovery shots indicate need for improvement that a new club might fill.

and had to look for other lines of merchandise to keep their customers in the buying habit. Golf apparel is an important staple in pro shop stocks. The apparel has to be tops in its price class. The pro endangers club, ball and bag sales if he permits his customers to think that shoddy apparel is indicative of his merchandising.

Harry Bassler gives a tip-off on how to keep pro department volume up by saying, "No matter how hard you think you're working, when business shows signs of dropping you have to go after it harder." When he saw store newspaper advertising increase in fighting for Christmas business Bassler put on his own campaign.

Trade-in Allowances with Care

Bassler sent out letters advising that anyone buying more than \$25 in his shop before Christmas could apply the letter as a \$5 payment. Many of the letters went to golfers who wanted new sets of clubs and wanted to trade in old sets. By not getting off base on trade-in allowances Bassler was able to sell a lot of woods and irons at a good profit.

He's strongly of the opinion that the party is over for pros who expect to make good money on good jobs and keep on

playing, too. He says that it's becoming more apparent that a pro has to make contacts to sell. Harry has three assistants teaching and does considerable teaching himself. Teaching is the big point of origin of hottest sales leads. Bassler advises that strong promotion be given to lessons as a prime feeder for club sales.

George Lake at Long Beach has found that the lesson promotion, even on the delayed motion of junior class lessons, sells playing equipment. Lake's job of junior promotion is one of the finest performances in municipal sports management and has publicized Long Beach as a model for junior golf development. The kids' interest has brought their parents into the game. Some of the parents formerly played and want to get new clubs. A number of golfers who play at Long Beach's munny course bought used clubs at rather high prices during the war. These people want high allowances on those clubs they bought when war plants were paying fancy wages and clubs commanded a premium. Today's prices of new clubs don't justify the allowances these golfers want for their old clubs. Hence their desire for new clubs has to be steamed up to the point where they'll pay the price. George Lake has found that