

when the trichloroacetates are used. There is some hope that methyl bromide or chloropicrin may be used so that re-seeding can be done at once.

Insect Problems Diminished

There have been fewer requests of the Green Section for information on insect control than ever before in history. We credit that to the splendid job which is being done by the state entomologists (research and extension) and to the effectiveness of improved insecticides. DDT and Chlordane are now being used as casually as are lime and fertilizer. As a result there has been a great improvement in turf conditions because the first line of defense against weeds is a good insecticide program. Turf damaged by insects can't fight crabgrass.

The American Association of Economic Entomologists also must be credited with recognizing the problems of turf areas and with stimulating a great deal of investigational work.

We deprecate the practice of killing skunks on golf courses. If the insect food of skunks is eliminated by use of insecticides, the skunks will seek food elsewhere and will tear up no turf. Starlings, likewise, are cursed for ruining greens, when actually they are only after cutworms and sod webworms, which would have caused great damage anyway.

Personalized Testing Needed

Hundreds of letters in our files bear mute testimony to the fact that far too few golf clubs are trying to find some of the answers to their problems themselves. Too many of them want all the answers handed to them on a silver platter. The Green Section, The U. S. Department of Agriculture, and the various experiment stations cooperating in the national turf program can go only so far in developing a new grass, a new tool, or a new practice. After the announcement of a new "tool" it should be the privilege and duty of every golf club to assist the program by thoroughly testing the "tool" under its own conditions and reporting it to central headquarters (The Green Section) for the benefit of everyone concerned. If more clubs would do this, progress would be speeded immeasurably. The technical staffs of the Green Section, the U. S. Department of Agriculture, and the experiment stations, all are too limited (as are funds) to do this personalized testing on a club's properties. More and more the responsibility for progress in this direction falls on the shoulders of the state agronomists.

Extension Teaching Opportunities

The most crying need in turf work today is Education through a corps of extension agronomists who are trained in

specialized turf work as well as in the fundamentals of agronomy. It is possible properly to assist in a turf project only when a visit is made to a site so that details can be discussed and put into practice.

Extension teaching in any phase of agronomy is a service rendered by the state extension services (at no cost) to those who request it on an organized basis. This service is not rendered if it is not requested. It is the method whereby the results of research are taken into all parts of the state and demonstrated.

To be successful, the request for extension services must be made on an organized basis to the Director of Extension in the state. For an example as to how it works, ask the boys in Pennsylvania. They have had an extension agronomist in turf continuously since 1935.

Book On Turf Management

The USGA book, "Turf Management for Golf Courses," has made satisfactory progress in spite of some expected and some unforeseen delays. As I write this, Professor Musser, editor, is selecting photographs for the cuts. The manuscript is ready to go to the printer. The publication date is unpredictable but we hope for a release early in 1950. The USGA office, 73 East 57th Street, New York 22, N. Y., will announce details of publication in the various turf and agronomy periodicals.

Cooperative Work Budget

The Green Section has spread its limited funds to encourage cooperative work at various experiment stations, meanwhile encouraging local, state, and regional turf interests to participate and share the financial burden and glory. Most of the money used by the Green Section for this purpose comes from the Education Fund, which is derived from Green Section Subscriptions and does not come from the budget. When the local turf interests are able to carry the program the Green Section generally shifts its financial support to an area where help is needed the most.

At the present time the Green Section actively is supporting work at stations under formal memoranda of agreement, as follows:

| | |
|--|------------|
| Pennsylvania Experiment Station | \$4,500.00 |
| USGA Green Section Research Fellowship, 3 years Study of compaction and irrigation on fairway turf. This is to be extended for another 3 years | |
| H. L. Wagner Grant for breeding superior creeping bents and fescues | \$6,000.00 |

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WALTER HAGEN
Division of Wilson Sporting Goods Co.
Grand Rapids 2, Michigan

A WORD ABOUT THE HAGEN LINE FOR 1950!

The Hagen line for 1950 is so outstanding that I feel it deserves a front position in every pro shop in America. From start to finish it's strictly a custom built line designed for exclusive pro shop selling. Both wood and iron models have greater eye-appeal and more selling features than any clubs I've ever seen—or had a hand in designing. I hope you'll plan a prominent Hagen display for next season. I know it will pay out big. Your Hagen salesman will call with the line soon.

Walter Hagen

Play More than 1948; Sales Off--Pros Report

What can be regarded as the first "normal" year of golf pro business since the war found play up in most sections, probably to the extent that 1949 will be the biggest year of golf play on record with total number of rounds well in excess of 70,000,000. Pro department sales were off from 1948. Probably that could be expected inasmuch as the postwar rush to get clubs and bags had a lot of players coming in and paying out, without any particularly strong sales push by pros.

Pro sales were spotty. Some of the boys were ahead of last year. Others slumped and kept holding onto stock without closing out as the season approached its finale in the north.

There was quite a bit of pro comment on the balls being played longer than before the war. Some private club pros say tournament pros' influence in putting the old rough out of the game has made it hard to lose a ball, except in water, on golf courses now.

Best guess on private club situation is that about 70% of these clubs increased membership rosters this year, notwithstanding increases of initiation fees and dues. About 20% maintained same membership. Rosters remained full, with waiting lists at almost all of Grade A metropolitan district private clubs.

Lack of golf facilities in some cities has cut down play. Not many golfers want to wait hours to tee off then drag around midst a barrage of balls on an overcrowded public course.

Highlights of reports from pros in various districts:

Gene Root, Lakewood CC, Denver, Colo.
—Play on public courses bigger than ever. Private club play slightly off. Members have to spend more time at business. Pro shop sales 10 to 15% off, with club sales naturally slumping most. Apparel and miscellaneous sales up about 15%. Changed displays often. Handled well advertised lines and marked all merchandise with bold price tags.

Jerry Gianferante, Longmeadow (Mass.) CC—Weekly play off about 30%. Weekend play same as 1948. Golfers were preventing a recession in their own businesses during the weekdays. Long intensely hot spell and drought also reduced play. Biggest blow, though, to my business was an

emergency operation that kept me off the job for 6 weeks.

John Bass, Clifton Park GC, Baltimore.
—Play little more than 1948, probably due to no rainy days. Pro shop business up small percent. Golfers are more bargain-minded. Pro will have to look for bargains and advertise them in 1950. Sales have been holding up in moderate and lower priced merchandise. More people taking up golf which naturally lowers price average of golf merchandise.

Danny Williams, Knoll GC, Boonton, N.J.
—Play and sales about same as 1948. Lots of work in getting new women golfers and on junior program. Some quick sales response from women. Sure of pay-off from kids later; possibly in 1950. Gave considerable attention to club tournaments for all classes of golfers. Competitive interest makes sales.

Emil Beck, Black River CC, Port Huron, Mich.—Play in this vicinity increased greatly. At our club increase was 8%. Shop volume about same as 1948. Club sales slumped seriously in June but came back somewhat in August. Made up for club drop by stocking and pushing greater variety of sportswear and specialty items. Promotion strong among juniors. Junior promotion is the pros' bet in old age security plan. Also emphasized promotion among members who don't play much. More than ever impressed by figures showing those who play best play most.

George Corcoran, Greensboro (N.C.) CC.
—Play in Greensboro up 15%. To mid-Sept. play was 75,879 rounds. Very good for population of around 80,000. At Gillespie Park (public), Ernest Edwards, pro, 21,650 rounds played with June's 2,900 rounds top month. At Starmount Forest CC, Charles Farlow, pro, 15,360 rounds with May's 2,170 top month. At Sedgfield CC, Joe Zarhardt, pro, 13,500 rounds played with March top month with 2,031 rounds. At Greensboro CC, George Corcoran, pro, 14,369 rounds, with top being June with 1,902. At Green Valley (public), Aubrey Apple, pro, there were 11,000 rounds for year into Sept., with June's 1,554 being top.

Hole-in-one tournaments at both public courses drew 1,236 entries at Green Valley and 869 at Gillespie Park. Entry fee was 25 cents. Pro shop merchandise as prizes gave business good boost.



LEAVE 'EM SMILING WHEN YOU SAY "GOODBYE"

Hubert A. Stanley (center) pres., Bellerive CC, hands Maynard G. (Scotty) Fessenden, pres., Western Golf Assn., \$9000 check for Western's Evans Caddy Scholarship fund as piece of Bellerive's Western Amateur ticket sales. Frank Stranahan looks at the check change hands and is perfectly content, having just won the WGA 1949 Amateur title. Fessenden retires from golf official life this year after an unprecedentedly successful career as a promoter of golf.

Greensboro pros say more golf played and business better because of improved condition of courses. Aerifying Bermuda greens kept them fine for putting in hot summer. Club sales were kept up by selling tickets at invitation and trade tournaments and smokers. Much other shop merchandise disposed of this way, with everybody happy.

We started early on Christmas business with mailings in September and follow-ups each month thereafter. Figure pros have overlooked Christmas golf business too much. Hard work ought to get us big volume of Christmas golf business that goes to stores because players haven't been reminded pros are after it and can handle it perfectly.

Golf promotion in Carolina is constant and lively with Dugan Aycock, section pres., and Purvis Ferree, sec., keeping pro-am tournaments going year around and the boys stirred up on promotion. Next year should show another increase for the pros who don't expect business to fall into the shop.

Tom Harmon, Montclair (N.J.) CC.—At our club play is slightly ahead of last year; pro dept. business off about 10% from 1949. That is the picture generally in this area.

Irv. Peterson, Washington Park GC, Racine, Wis.—Play dropped and shop business was off about 20%. Tropically hot and humid weather put a crimp in golf around here. The three city course pros made the best of it by giving high school pupils twice a week class lessons. The

youngsters will play in any kind of weather, and some day they'll have money to spend in the pro shops.

Joe Mortara, Vallejo (Calif.) GC.—Play and pro biz about same as 1948. We keep an attractive schedule of competitive events going and get them keyed for competition by individual and class lessons on our driving range. Like other pros at public courses I get plenty of store competition. I met it with the policy in that song in Annie Get Your Gun, "Anything You Can Do I Can Do Better." I make up special sets at sale prices; \$22.52, \$31.68, \$39.50, \$49.78, etc.

John Hoetmer, Sand Point CC, Seattle, Wash.—Play up because of daylight saving time. Shop business about same. Sales were held back by three months of snow. Looking for 1950 to be a big year as business is getting stabilized and my type of member will be able to play more. More accent on junior golf next year. This year turnout was good for junior group lessons but not enough continued to play. However this is long haul business so limited early results are not discouraging.

Harold Sargent, East Lake CC, Atlanta, Ga.—Play about 10% ahead in Atlanta area; pro sales about same percent off. 1950 should be about same as this year. At East Lake play in 1949 will run about 31,000. In 1948 it was a bit under 30,000. Don't see how private clubs can much increase their play as membership is filled. Problem is to encourage more play in times when it's now light. I will put more spotlight on women's equipment and

For Top Notch Christmas Sales!

THIS YEAR your customers will take particular pride in giving America's leading tournament-winning golf ball—the Wilson Top Notch, the ball with which the U. S. Open, P.G.A., Masters' and *MOST other major tournaments* in 1949 were won.

The Top Notch is your best bet for gift selling because your customers have the assurance that gifts of the nation's No. 1 tournament-winning ball are sure to be *received with enthusiasm*.

Also you have the added sales advantage of being able to offer these widely acclaimed, revolutionary *Isotropic* constructed Top Notch balls in beautiful gift packages *at no extra cost* to you or your customers . . . and in price brackets *exactly right for maximum sales*—\$9.50 and \$4.75. Retailing at \$9.50,

ten Top Notch balls come in a metallic finished chest in rich jeweler's chased silver effect . . .

At \$4.75, five Top Notch balls are packaged in an embossed leatherette chest in English saddle-leather color.

It will pay you to make an early display of these Top Notch gift packages and start booking orders immediately for pre-Christmas deliveries.

ALSO you can get the ten-ball package with the balls personalized at no extra cost.

Gifts that "click" with golfers



When you give Wilson golf balls of *Isotropic* construction, you give balls that will please any golfer—the balls with which most major tournaments were won this year.

There are no finer gifts for golfers than famous Wilson Top Notch golf balls of revolutionary *Isotropic* construction—contained in these beautiful, luxurious gift chests. And you pay only the regular price of the balls—no extra charge for the handsome gift containers. Ten golf balls in a metallic finished chest in rich jeweler's chased silver effect at \$9.50; five golf balls in an embossed leatherette chest in deluxe English saddle-leather color at \$4.75. Ask for Top Notch balls at golf professionals' shops.

WILSON SPORTING GOODS CO., CHICAGO
a subsidiary of White & Co., Inc.
Sales Offices in New York, San Francisco and other principal cities

IT'S **Wilson**
TODAY IN SPORTS EQUIPMENT

sportswear next year because of Women's National coming here. I think 1950 should be a good year for club sales. Those who bought in 1947 first postwar clubs will be ready for new sets, with clubs greatly improved in workmanship and advanced in design. Going to give junior golf still more attention. It's been growing each year and ones who started three years ago now are playing well enough so their families are interested in buying good equipment for the youngsters.

Willie Hunter, Riviera CC, Pacific Palisades, Calif.—Play here up about 5%. Some turnover in membership with war and postwar flush times ending. It's a healthy adjustment as members who can't afford country clubs are unwise to stay in. Shop volume off less than 5%. Buyers are more discriminating and more selling effort is required. My staff is regularly briefed on shop stocks. Happy that we've kept so close to last year's record business.

I have completely remodeled my sales room, workshop and office, changing color scheme to provide effective background. It cost money but I'm confident it will repay me. Harry Bassler at Fox Hills has done good job of changing his displays. Charles Lacey at new Rancho has fine comprehensive display. Big volume in southern California going to pros who are carrying top inventories of new, clean merchandise.

The pro should not wait for the club to do things for him but should tell his directors he wishes to change his layout and do it himself. He accomplishes more than just improving his shop. He builds himself into the club layout by showing confidence in the club, hence favorably impresses officials and members.

1950 should be good providing the pro does his bit through arranging complete competitive schedules at the start of the year. Our prize budget of \$5000 is managed by a general golf committee which meets monthly.

Junior classes should be continued throughout the playing years; not regarded merely as a summer holiday feature. We've developed two national champions in our junior classes.

Older pros should develop at least one first class assistant as a playing pro as the older man fades out of the tournament picture and takes on more executive duties. The pro should accept as much responsibility as the club can put on his shoulders and in that way acquire more respect as a club businessman.

I don't believe in going out on a limb in buying but always have a complete inventory of salable goods available and

well displayed. In metropolitan districts pros do not have to carry too much as they can replace in 24 hours from local distributors.

Shoes and shirts—both men's and women's—have been very good this year. Caps (the screwier the better) have been wonderful sellers. Golf gadgets on a separate sales table have accounted for quite a few dollars in profit. Sox have sold well.

Harry L. Moffitt, Heather Downs CC, Toledo, O.—Private, public and fee golf about same as 1948 in Toledo district. Pro shop business also about same as last year, due to Toledo industries continuing to do well. Decided increase in industrial golf league play. This seems to be a permanent thing, pushed by recreation departments of companies. Industrial individual play up as well as league play. Look for slight decrease in sales next year but plan on pushing rental of carts at our public course to keep revenue up. Also increasing sale of golf carts but figure rental means more income in long run. Sales and rentals of carts at private courses also increasing in spring and fall. Pushing regripping clubs for those who can't be sold new clubs. This will bring in added revenue without slowing down sale of new merchandise.

Stanley Davies, Omaha (Neb.) Field Club—Play and enthusiasm in Nebraska higher than I've ever seen before during my 36 years at the Field Club. Pro dept. business somewhat off but I think the pros in this state probably got a little higher percentage of the dollar spent on golf than they did last year. Getting the business this year and next year depends on what always has been the best bet for the pro—personal service. That includes being out on the first tee Saturday afternoons, and all day Sundays and holidays; getting the members acquainted and getting games for them; greeting them with a smile because you're really glad to see them; giving them suggestions on their grips, swings, etc. Present group lessons and clinics to the women and youngsters. Show golf movies. Be on the first tee ladies' day. Each year we'll have more women players. When you're selling, if the customer isn't satisfied with what he's bought, take it back. You make your profit out of the customer's happiness and he sells others for you. Improvements in 1950 lines of golf clubs should help make business good for every pro who's a business man.

Dugan Aycock, Lexington (N.C.) CC—Play throughout this section was reduced by murderously hot July and August but it's been on the upward trend ever since. With pro-am tournaments during October

and November we hope to push business and interest up. Sales off about 15%. We're inviting PGA members, whether delegates or not, to attend annual meeting at Mid Pines, Nov. 29-Dec. 2.

John R. Inglis, Fairview CC, Elmsford, N.Y.—Due to the hot dry summer many more rounds of golf have been played in this area this year than last. Because of this turn of events the pros have been very busy with lessons and playing. I should say that in the main business has been better this season even though the pros have not sold as many clubs and bags as last year.

Assuming that prices of merchandise will remain about the same for next year, business should be equally as good if not better in 1950. Golf is on the increase. I believe, however, that pros will push merchandise which is sold through pro shops only. I say this because stores have begun to cut prices on balls, etc. and I doubt if pros will stock manufacturer's goods, especially golf balls, that are not protected against price cutting. The trend experienced here is that golfers buy the best regardless of price.

C. J. "Mick" McClellan, Armour Fields GC., Kansas City, Mo.—Our course is a daily fee course and our play in 1949 has been much greater than in 1948. I believe this to be generally true of all fee courses in Kansas City.

At the present time our business volume is a little ahead of 1948 and indications are that we will show an increase of business in 1949 over last year. A very pleasing fact to me is that the number of sales are much greater this year, which I think indicates a healthy business situation.

In most sales work the slogan is to make calls and see people. Our idea is to see that the people see our merchandise. One example: We have a bargain spot in our shop where we feature a particular set of clubs which we want to move, this spot is in the most conspicuous place in our display room and we always have an attractive sign explaining the bargain. A very simple procedure but it has sold many extra sets of clubs for us. I also find that the lesson tee is still an excellent place to sell clubs.

For next year we are planning on concentrating our stock to only those lines which we have found to be fast moving. This will enable us to carry just as large a stock and still get a faster turnover. In our sportswear department we are going to replace the showcases with tables, which I believe will increase our business in this department.

This past spring we organized a club within a club, which means that we promoted a membership at our club, but the club gives them no playing privileges nor

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GIFT CERTIFICATES TO HELP PROMOTE PRO SHOP SALES

Newly designed golf gift certificate available to professionals to stimulate pro shop sales at Christmas and other gift buying times throughout the year. Printed in golf green and black on heavy grade, white certificate paper, it makes an attractive gift which allows holder to make selection of present from pro shop stock. The gift certificates have been prepared by the National Golf Foundation, 407 S. Dearborn St., Chicago, as a personalized service for the pro, each certificate being imprinted with the name of the professional and his club. Sample certificates mounted on attractive counter display cards have been mailed to all pros. Minimum orders of 50 at \$2.75 or \$4.00 per hundred in larger quantities delivered in 10 days.



Merry Christmas
for
Some Lucky Guy

